

# SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK



FALL AND WINTER  
1942-43 • CHICAGO



In good quality fabric, \$11.98

In better quality fabric, \$19.98

In our best quality fabric, \$25.00

# The Wrap-tie and Balmacaan

Newest Kerrybrooke\* versions of classic Polo Coat fashions

America's most firmly established polo coat fashions are the youthful Wrap-tie and the smart Balmacaan . . . shown on opposite page. They are first choice for going to market or parties, to school or work. Year after year they're welcomed and worn by women and misses of all ages, all tastes. And today their popularity is greater than ever, because coats like these are such wise investments. Their tried-and-true style will look smart for many seasons to come. The All Wool Fleece fabric will give long-term service. And this splendid tailoring will still hold its good lines after hundreds of wearings. Both these Kerrybrookes come in wide range of sizes, and three value-packed qualities.



**\$11.98**  
Each

**Good quality styles have:**  
Fabric of splendid quality all wool fleece, shown at left, above. It is 65% new wool and 35% reused wool; woven to give beauty, warmth, wear. Lining of good Earl-Glo rayon twill is guaranteed to wear for two years. Interlining throughout entire coat. Fastening; *Wrap-tie* has button at waist and a 2-way belt. Wear fully belted (opposite page) or back-belt only (small view). *Balmacaan* fastens with leather-like buttons. Tailoring of fine type. Welt-seamed sleeves. All seams sturdily stitched.



#### Wrap-tie in good quality

Color: polo tan shown left, above.  
State size. Shpg. wt., ea., 4 lbs. 8 oz.  
♦17 ND 6300—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$11.98

#### Balmacaan in good quality

Color: polo tan shown at left, above.  
State size. Shpg. wt., ea., 4 lbs. 8 oz.  
♦17 ND 6303—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$11.98  
♦17 ND 6403—Juniors' sizes: 11, 13, 15, 17, 19.....\$11.98

**\$19.98**  
Each

**Better quality, both styles have:**  
Fabric of superior all wool fleece, shown center, above. 85% new wool, 15% camel's hair. Gorgeously warm and serviceable. Lining of fine quality Skinner's rayon satin that is guaranteed to wear for two years. Interlining, heavyweight, throughout coat. Fastening on *Wrap-tie* is by detachable belt. The *Balmacaan* coat fastens with big rugged buttons of fine real leather. Tailoring of excellent quality. Piping, full length of facings; shape-retaining reinforcements at the sleeve edges and inside the fronts. Welt-seamed sleeves; sturdy stitching throughout entire coat.

#### Wrap-tie in our better quality

Color: polo tan shown in center, above.  
State size. Shpg. wt., ea., 5 lbs. 6 oz.  
♦17 ND 6301—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$19.98

#### Balmacaan in our better quality

Color: polo tan shown in center, above.  
State size. Shpg. wt., ea., 5 lbs. 6 oz.  
♦17 ND 6304—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$19.98  
♦17 ND 6404—Juniors' sizes: 11, 13, 15, 17, 19.....\$19.98

**\$25.00**  
Each

#### Our best quality, both styles have:

Fabric of beautiful all wool fleece, shown at right, above. Is 30% soft camel hair, 15% mohair, 30% new wool, 25% reprocessed wool. Fabric to boast about; a coat to treasure for years. Lining of excellent Skinner's rayon satin guaranteed to give you splendid wear for two years. Interlining, extra-warm weight, throughout coat. Fastening: *Wrap-tie* has buttons at waist and a 2-way belt; see opposite and small view. *Balmacaan* fastens with big real leather buttons. Tailoring of finest quality. Sleeve linings are sewn in by hand and reinforced. Sleeves, welt-seamed. Front facing piped; reinforced to retain shape. All stitching is extra strong.

#### Wrap-tie Coat in our best quality

Color: polo tan, as illustrated at right, above.  
State size. Shipping weight, 6 lbs. 4 oz.  
♦17 ND 6302—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$25.00

#### Balmacaan Coat in our best quality

Color: polo tan illustrated at the right, above.  
State size. Shipping weight, each, 6 lbs. 4 oz.  
♦17 ND 6305—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$25.00  
♦17 ND 6405—Juniors' sizes: 11, 13, 15, 17 and 19.....\$25.00

#### How to order... and customer service information

Check your size... see measurements given on page 1030.  
For easy terms, see the inside back cover of this book.  
Wool terms of fabrics are fully explained on page 1029.

Coats marked ♦ on these two pages, shipped from Kansas City or New York, whichever is nearer you. Order, pay postage, only from your nearest Sears mail order house.



Perrybrooke  
POLO COATS

\*Perrybrooke is our own name for casual clothes . . . styles of the minute . . . fashions wearable for years

Wrap-tie Polo Coat

Balmacaan Polo Coat

♥ PAGE 3 . . . . . COATS



In good quality Tweed, \$12.98

In better quality Tweed, \$19.98

In our best quality Tweed, \$29.98

## The Reefer and the Boxy Coat

Kerrybrooke\* versions of these classic styles . . . in All Wool Tweed

Most popular coats in America are the softly fitted reefer and the loose easy boxy coat. Other styles come and go . . . but these beautiful classics are forever in fashion. You all love them, look well in them . . . wear them with everything, everywhere. The new Kerrybrooke versions of these tried-and-true styles are shown on opposite page. And now, more than ever, these coats are designed to serve you well, for many seasons. The smart lines will keep their good looks, far into the future. The All Wool Tweed will wear superbly. And the tailoring is Sears finest. Each style comes in Misses' sizes. Each, in three splendid qualities; priced to give generous value for every dollar you spend.



Reefer, back view  
View showing collar closed

In good quality **\$12.98** Each

**These features in both styles:**  
Fabric of our fine quality all Wool Herringbone Tweed; shown at left, above. Is 50% new Wool, 50% re-processed Wool. Softly, tightly woven for warmth, good looks, long wear. Tailoring that meets all of Sears high standards. Entire coat is cut in well-shaped gores; and sewn with heavy-duty thread, closely stitched. Lining of excellent Earl-Glo Rayon Twill; guaranteed to wear 2 years. Interlining through the entire coat, will add to your warmth and comfort on even the coldest Winter days.

In better quality **\$19.98** Each

**These features in both styles:**  
Fabric of superior all Wool Herringbone Tweed; in center, above. Is 92% new Wool, 4% reused Wool, 4% reprocessed Wool. A warm, rugged and handsome material. Tailoring extra fine; piping full length of front facings. Shape-retaining reinforcement across shoulders . . . inside the sleeve edges . . . full length down the fronts. Entire coat beautifully gored. Sturdily evenly stitched with heavy-duty thread. Lining of famous high-standard Skinner's Rayon Satin; guaranteed to wear 2 years. Interlining throughout the entire coat; for extra comfort and weather protection.

In our best quality **\$29.98** Each

**Both styles have button-in lining:**

Fabric is superlatively fine all new Wool Herringbone Tweed; shown at the right, above. A breath-takingly beautiful weave; luxurious coloring and magnificent texture.

Tailoring is superb. Fully gored. Front facings all piped. Fronts, sleeve edges and shoulders reinforced with shape-retaining canvas. Lining is famous Skinner's Rayon Satin; guaranteed to wear handsomely for two full years. Interlining throughout both sleeves of coats. Plus detachable button-in sleeveless lining that make this an all season coat. Lining is Wool quilted between 2 layers of Skinner's Rayon Satin. Satin guaranteed wear 2 years.

### Fitted Reefer in our good quality

Colors: Herringbone Tweed in Heather Mixture of Brown-and-Beige, or of Blue-and-Brown. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., ea., 5 lbs. ♦17 ND 6306 . . . . . \$12.98

### Fitted Reefer in our better quality

Colors: Herringbone Tweed in Heather Mixture of Brown-and-Beige, or of Blue-and-Brown. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight of each coat is 5 pounds 6 ounces. ♦17 ND 6307 . . . . . \$19.98

### Our best Reefer; button-in lining

Colors: Herringbone Tweed in Heather Mixture of Brown-and-Beige, or of Blue-and-Brown. Misses' sizes: 12, 14, 16, 18, 20. State size and choice of color. The shipping weight of each coat is 6 pounds. ♦17 ND 6308 . . . . . \$29.98

### Boxy Coat in our good quality

Colors: Herringbone Tweed in Heather Mixture of Blue-and-Brown or Brown-and-Beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 5 lbs. ♦17 ND 6309 . . . . . \$12.98

### Boxy Coat in our better quality

Colors: Herringbone Tweed in Heather Mixture of Blue-and-Brown or Brown-and-Beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, each coat, 5 pounds and 6 oz. ♦17 ND 6310 . . . . . \$19.98

### Our Best Boxy; button-in lining

Colors: Herringbone Tweed in Heather Mixture of Blue-and-Brown, or Brown-and-Beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size and choice of color. The shipping weight of each coat is 6 pounds. ♦17 ND 6311 . . . . . \$29.98

### How to order . . . and customer service information

Check your size . . . see measurements, page 1030, back of book. For hats and shoes shown on these pages, please refer to Index. For explanation of Wool Terms, see page 1029.

Coats marked ♦ on these 2 pages, shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



Kerrybrooke  
COATS

Kerrybrooke\* is Sears own name  
for casual clothes. Styles of the  
minute...fashions wearable for years

The Reefer Coat

The Boxy Coat

♥ PAGE 5 . . . . . COATS

See how richly thick this fabric is . . .  
Used for both styles on opposite page

**\$2750**  
EACH

## Our Greatest Coat Values

Fabrics chosen for superb wear; tailoring that lasts; styles that endure

This year, more than ever, quality pays. You want the finest workmanship, fabric and wear you can get at your price. To meet this trend of the times we bring you our new record-high value. We have made two polo coats that give finer tailoring and material than even Sears ever offered before for \$27.50. This classic Balmacaan and Wrap-tie are tailored superbly. Read the panel below. See the care lavished on every coat. And these materials, like the tailoring, will give lasting satisfaction. For Seasons to come, you'll be warm, feel proud, look lovely in these Kerrybrookes.

Hang of a coat depends on way shoulders are cut. Not squared, not sloped . . . but CURVED. We cut these that way, then accent their good lines by padding.

Under-collars reinforced with good shape-retaining canvas.

Fronts and facings, stitched to keep edges smooth and flat.

Tape-stitched seams are safe against sagging or stretching.

Extra-deep hems on sleeves are easy to lengthen, if you wish.

Sleeve edges are reinforced with fine shape-retaining canvas.

Lining hand-tacked to seams; keeps it in place, prolongs wear.

Lining seams closely over-cast on the inside, to eliminate raveling.

Finest tailoring ever offered in a Kerrybrooke at this price:



Top-quality tailoring demands frequent pressing through many stages of making a coat. These are pressed at 12 points-of-progress. Their good lines last.

Mens-wear canvas reinforcement across shoulders, keeps shape.

Tape-bound armholes retain good shape after long wear.

Pocket corners, tacked to reinforcements; they resist strain.

Pockets finished with insert of strong muslin to eliminate bulk.

Fronts well reinforced, with good quality shape-retaining canvas.

Coat fabric facings, handsomely bound with lining material, give each of these coats a fine finish like mens-wear tailoring.

**Classic Balmacaan Coat** in warm Fleece (80% new Wool, 10% luxurious Camel Hair, 10% Mohair). A handsome material, beautifully tailored as specified in panel above. The classic style is smart and easy to wear. Has good shoulders, three-way Balmacaan neckline, slash pockets. Fastens with fine real leather buttons. Is finished with welt-seamed sleeves and back; open vent at back hem. Fully interlined with specially selected fabric. Lined with Skinner's Rayon Satin guaranteed to wear 2 years. Lining armshields. Color: Polo Tan. Misses' sizes: 12, 14, 16, 18, 20. State size. ♦17 ND 6312—Shipping weight, 5 pounds. . . . . \$27.50

**Double-breasted Wrap-tie Coat** in warm soft sturdy Fleece. It is 80% warm new Wool, 10% luxurious Camel Hair and 10% Mohair. A fabric of great beauty, comfort and wear. Every inch of it tailored supremely well, as specified in panel above. The classic style is becoming to all. Has welt-seamed sleeves and back, convertible collar, raglan shoulders, big pockets. Interlined with winter-weight fabric. Fully lined with Skinner's Rayon Satin that is guaranteed to wear two years. Lining armshields. Color: Polo Tan. Misses' sizes: 12, 14, 16, 18, 20. State size. ♦17 ND 6314—Shipping weight, 5 pounds. . . . . \$27.50

### How to order . . . and customer service information

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For Easy Terms Information, refer to Inside Back Cover.  
For hats, gloves shown here, refer to index, back of book.

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At left... back view  
of Balmacaan coat

At right... back view  
of wrap-tie coat

Balmacaan \$27.50

Wrap-tie \$27.50

Kerrybrooke  
POLO COATS

Kerrybrooke is our own name  
for casual clothes... styles of the  
minute... fashions wearable for years.

♥ PAGE 7 ..... COATS



# \$27.50 Our Greatest Coat Values

EACH

Fabrics chosen for superb wear; tailoring that lasts; styles that endure

To set the standard for making these coats, we examined the work of fine custom tailors. Ripped it open . . . studied the cut, tailoring, finish. Then gave ourselves the task of adopting all their most important features for these Kerrybrooke classics. Making them of splendid all wool Tweed; selling them for only \$27.50. We've done it! Results are shown on opposite page . . . we believe they break all our records for coats at this price. Two types . . . Reefer and Boy Coat, so every taste, figure and age can wear their perfect style. Choose either, and have one of the year's great values!

Hang of a coat depends on way shoulders are cut. Not squared, not sloped . . . but CURVED. We cut these that way, then accent their good lines by padding.

Under-collars reinforced with good shape-retaining canvas.

Fronts and facings, stitched to keep edges smooth and flat.

Tape-stitched seams are safe against sagging or stretching.

Extra-deep hems on sleeves are easy to lengthen, if you wish.

Sleeve edges are reinforced with fine shape-retaining canvas.

Lining hand-tacked to seams; keeps it in place, prolongs wear.

Lining seams closely over-cast on the inside, to eliminate raveling.

Finest tailoring ever offered in a Kerrybrooke at this price:



Top-quality tailoring demands frequent pressing through many stages of making a coat. These are pressed at 12 points-of-progress. Their good lines last.

Mens-wear canvas reinforcement across shoulders, keeps shape.

Tape-bound armholes retain good shape after long wear.

Pocket corners, tacked to reinforcements; they resist strain.

Pockets finished with insert of strong muslin to eliminate bulk.

Fronts well reinforced, with good quality shape-retaining canvas.

Coat fabric facings, handsomely bound with lining material, give each of these coats a fine finish like mens-wear tailoring.

**Classic Reefer**, beautifully gores to fit and flatter every figure. Has piped breast pocket; two slot pockets at hipline. Fastens with button at waist; another button inside holds wide overlap closed. Coat expertly tailored as specified above; added feature is the special tape inside waistline, to hold its good shape through long wear. Warm All New Wool Herringbone Tweed has fleecy surface, firm weave. Fully interlined. Lined with Skinner's Rayon Satin that is guaranteed to wear two years. Lining armshields. Colors: Herringbone Tweed in Soldier Blue or Rust Brown. State size and color. Shipping weight of each coat is 5 pounds.

♦17 ND 6316—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$27.50

**Classic Boy Coat** with sling straps inside the fronts . . . so you can throw coat over your shoulders in the new way. Has convertible collar, stitched flap-pockets. Back vent fastens with button and loop. Entire coat welt-seamed, and expertly tailored as specified in panel above. Splendid All New Wool Herringbone Tweed has fleecy surface, firm weave. Fully interlined. Lined with Skinner's Rayon Satin guaranteed to wear two years. Lining armshields. Colors: Herringbone Tweed in Rust Brown, or in Soldier Blue. State size and color. Shipping weight, each coat, 5 pounds.

♦17 ND 6315—Misses' sizes: 12, 14, 16, 18, 20.....\$27.50

♦17 ND 6415—Juniors' sizes: 11, 13, 15, 17, 19.....\$27.50

#### How to order . . . and customer service information

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At left . . Back view  
of the Reefer

At right . . Back view  
of the Boy Coat

Classic Reefer \$27.50

Classic Boy Coat \$27.50

Kerrybrooke  
COATS

Kerrybrooke is Sears own name for  
casual clothes . . styles of the min-  
ute . . fashions wearable for years.

♥ PAGE 9 . . . . . COATS



Also available  
in Red

## Warm all wool coats in youthful colors

New trimming . . . new details on time-tested Kerrybrooke classics

Correctly fitted, young graceful styles for Misses' and Juniors

\$16.98  
Each

### Cozy fur-collar Reefer

You will be warm, pretty and fashionable in this double-breasted reefer. Has convertible collar of brown beaver-dyed coney fur. Fabric is firmly woven all wool fleece (40% new wool, 60% reused wool); well interlined. Modified raglan style shoulders, and tucking detail over the bust look smart and new. Well-gored silhouette is graceful and youthful. Slot pockets. Lining of de luxe Earl-Glo rayon twill, guaranteed to wear two years.

Color: oatmeal tan. State size.

♦17 ND 6347—Juniors' sizes: 11, 13, 15, 17, 19. Shipping wt., 5 lbs....\$16.98



### Boy Coat with loop buttons

Latest edition of a famous style. This bright-colored, loop-buttoned Boy Coat is perfect with slacks . . . and handsome with dresses or formals. Has convertible collar, flap pockets, welt-seamed sleeves and back. Back vent is closed. In better quality all new wool fleece. Interlined. Lined with de luxe Earl-Glo rayon guaranteed to wear two years. Colors: polo tan or red. State size and color.

♦17 ND 6348—Misses' sizes: 12, 14, 16, 18, 20. Shipping wt., 5 lbs....\$16.98

♦17 ND 6448—Juniors' sizes: 11, 13, 15, 17, 19. Shipping wt., 5 lbs....\$16.98

### Wrap-tie Coat on cover

Selected for the most prominent place in our Catalog . . . because it's one of the newest and most youthful coats of the season. Fastens with big loop buttons. Cut with raglan sleeves that go easily over heavy dresses. Styled with convertible collar, soft bodice fullness and unpressed pleats. Two pockets in pleats. Welt-seamed sleeves and back. All new wool fleece; interlined. Lined with de luxe Earl-Glo rayon guaranteed to wear 2 years. Colors: red, polo tan. State size, color.

♦17 ND 6349—Misses' sizes: 12, 14, 16, 18, 20. Shipping wt., 5 lbs....\$16.98



### How to order . . . customer service information

Check your size . . . see measurements, page 1030.  
Available on Easy Terms . . . see inside back cover.  
For explanation of Wool Terms . . . see page 1029.

Coats marked ♦ on these 2 pages, shipped from Kansas City or New York, whichever is nearer you. Order and pay postage from nearest Sears Mail Order.



Good quality \$15.98 Reefer



Better quality \$22.50 Reefer



## Most flattering fashion you can wear The fur-trimmed dressy Reefer

- Available in Misses' sizes 12-20 and Juniors' sizes 11-19.
- This young, front-buttoned Charmode is warm and becoming.
- Collar looks equally lovely open, or fastened up to chin.
- Many well-shaped gores make the most of a lovely figure; give coat smooth fit at the waist, soft flare at the hem.
- The rich dressy coating and the soft smooth fur collars come in a variety of three qualities . . . and three prices.

**\$15.98**

Good quality; Collar  
is Beaver-dyed Coney

Fur collar is of lovely  
brown beaver-dyed Coney.  
Smooth glossy fur that  
wears well, looks so smart.

Fabric is our good quality  
warm dressy Coating;  
67½% reused Wool, 22½%  
Rayon, 10% Cotton. Warm,  
fashionable, comfortable.

Lining of good quality  
Earl-Glo Rayon is guaran-  
teed to wear for two years.  
Interlined thoroughly.

Colors: Black or Teal Blue.  
State size and color. Ship-  
ping weight, 4 pounds 12  
ounces.

♦I7ND6325-Misses'sizes:  
12, 14, 16, 18, 20..\$15.98

♦I7ND6326-Junior'sizes:  
11, 13, 15, 17, 19..\$15.98

**\$22.50**

Better quality; Fur  
collar is real Nutria

Fur collar is real Nutria;  
a smooth soft brown fur  
famous for its flattering  
texture; very fashionable.

Fabric, our better quality  
needle-knot Coating; 42%  
fine reused Wool, 41% Cot-  
ton, 17% Rayon. Warm,  
beautiful and new-looking.

Lining is de luxe quality  
Earl-Glo Rayon guaran-  
teed to wear 2 years.  
Interlined thoroughly.

Colors: Black or Teal Blue.  
State size and color. Ship-  
ping weight, 4 pounds 12  
ounces.

♦I7ND6327-Misses'sizes:  
12, 14, 16, 18, 20..\$22.50

♦I7ND6328-Junior'sizes:  
11, 13, 15, 17, 19..\$22.50

**\$27.98**

Our best; Fur Collar  
London-dyed Squirrel

Fur collar is our finest  
brown London-dyed Squir-  
rel. Wonderfully soft and  
smooth, lustrous fur.

Fabric is our best quality  
needle-knot Coating; 27%  
warm new Wool, 27% ray-  
on, 46% cotton. Our finest  
for beauty and wear.

Lining is famous Skinner's  
Rayon Satin guaranteed to  
wear two years.  
Interlined thoroughly.

Colors: Black or Teal Blue.  
State size and color. Ship-  
ping weight, 4 pounds 12  
ounces.

♦I7ND6329-Misses'sizes:  
12, 14, 16, 18, 20..\$27.98

♦I7ND6330-Junior'sizes:  
11, 13, 15, 17, 19..\$27.98

Best quality \$27.98 Reefer

♥ PAGE 11 ..... COATS



Ⓐ 12-button Reefer \$9.98

Ⓑ 5-button Reefer \$9.98

Ⓒ The Boxy Swagger \$9.98

Ⓓ Newest Wrap-tie \$9.98



Ⓔ Velveteen trim \$9.98

Ⓕ Reversible Reefer \$9.98

Ⓖ Plaid Reversible \$9.98

Ⓗ Boxy Reversible \$9.98

#### Ⓐ 12-button Reefer

Outstandingly popular double breasted style. Matching velveteen trims the collar and Tweed buttons. Coat fully gored; 2 pockets. Fine Tweed is 18% new Wool, 25% reprocessed wool, 10% reused wool, 43% rayon, 4% cotton. Fully interlined. Lined, Earl-Glo Rayon Twill guaranteed to wear for two years. Colors: Color-flecked Black-and-White, or Wine-and-White. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 4 lbs. 8 oz. ♦ 17 ND 6360...\$9.98



#### Ⓑ 5-button Reefer

Single-breasted classic coat; velveteen-trimmed collar. Has many gores; pockets set into seams. Tweed; 18% new Wool, 25% reprocessed wool, 10% reused wool, 43% rayon, 4% Cotton. Interlined. Lined, Earl-Glo Rayon Twill guaranteed to wear 2 years. Colors: Color-flecked Wine-and-White, or Black-and-White. State size, color. Shpg. wt., 4 lbs. 8 oz. ♦ 17 ND 6358-Misses' sizes: 12, 14, 16, 18, 20. Each.....\$9.98 ♦ 17 ND 6359-Jr. Sizes: 11, 13, 15, 17, 19..\$9.98



#### Ⓒ The Boxy Swagger

Classic 3-button swagger with convertible collar. Well-gored back. Deep armholes, wide sleeves; goes on easily over suit. Color-flecked Tweed, 18% new Wool, 25% reprocessed wool, 10% reused wool, 43% rayon, 4% cotton. Interlined. Lined with Earl-Glo Rayon Twill that is guaranteed to wear 2 years. Colors: Color-flecked Black-and-White or Wine-and-White. Misses' sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 4 lbs. 8 oz. ♦ 17 ND 6365...\$9.98



#### Ⓓ Newest Wrap-tie

Has narrow roll collar that looks smart when worn open or closed. New epaulet shoulders, yoke-back fullness. Rows of tucks across the back waistline. Tweed; 18% new Wool, 10% reused wool, 25% reprocessed wool, 43% rayon, 4% cotton. Interlined. Lined with Earl-Glo Rayon Twill that is guaranteed to wear 2 years. Colors: Color-flecked Brown-and-White, or Black-and-White. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 4 lbs. 8 oz. ♦ 17 ND 6357....\$9.98



## IT'S SEARS LOWEST PRICE for a warm winter-weight Coat

**\$998**  
EACH

- Rich variety of casual and dress styles
- All with warm interlinings and rich linings; or with weather-resistant reversible linings
- Splendid chance to get a great bargain
- All come in Misses' sizes; some in Juniors sizes

All coats shown on the opposite page are described on this page

#### Ⓔ Velveteen trim

Smart dressy coat; extra warm, extra lovely. Matching velveteen trims the collar, frames the buttons. Coat has new dropped shoulders; is gored front and back. Dressy coating; 67½% reused wool, 22½% rayon, 10% cotton. Interlined. Lined, Earl-Glo Rayon Twill guaranteed to wear for two years. Colors: Teal Blue or Black. Juniors' sizes: 11, 13, 15, 17, 19. State size and color. Shipping weight, 4 lbs. 8 oz. ♦ 17 ND 6366...\$9.98



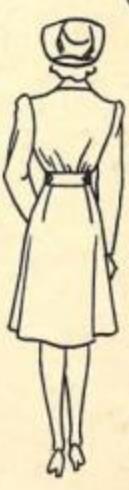
#### Ⓕ Reversible Reefer

Perfect coat for all weather, all occasions. Fully gored. Pockets, buttons, both sides. Tweed side; 38.6% new Wool, 21.4% reused Wool, 40% Rayon. Other side, Aridex-finish Cotton Gabardine; resists wind and water. Color: Color-flecked Black-and-White; reverse side, Tan. State size. Shipping wt., 4 lbs. 12 oz. ♦ 17 ND 6362-Misses' sizes: 12, 14, 16, 18, and 20.....\$9.98 ♦ 17 ND 6363-Juniors' sizes: 11, 13, 15, 17, and 19.....\$9.98



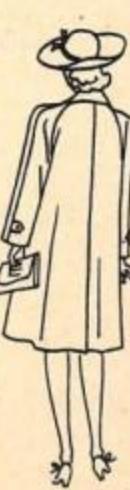
#### Ⓖ Plaid Reversible

Convertible collar coat. Back belt set in. Front belt buttons on to Tweed or Gabardine side. Pockets, buttons, both sides. Tweed is 60% new Wool, 40% reused Wool. Cotton Gabardine, Aridex-finished; resists wind, water. Color: Plaid side Navy, colorful cross lines; other side, Tan. State size. Shpg. wt., 5 lbs. ♦ 17 ND 6361-Misses' sizes: 12, 14, 16, 18, and 20.....\$9.98 ♦ 17 ND 6461-Juniors' sizes: 11, 13, 15, 17, and 19.....\$9.98



#### Ⓗ Boxy Reversible

Classic Balmacaan coat for all weather. Has raglan shoulders, young two way neckline. Sleeve tabs on Tweed side; pockets and buttons on both sides. Good quality Herringbone Tweed side is 60% new Wool, 40% reused Wool. Other side is Cotton Gabardine with Aridex finish; resists wind, water. Color: Herringbone Tweed in Blue-and-Brown Heather; Reverse side, Tan. Misses' sizes: 12, 14, 16, 18, 20. State size. Shipping weight, 4 lbs. 12 oz. ♦ 17 ND 6364....\$9.98



#### How to order and customer service information

Coats marked ♦ on these two pages, shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.

Check your size... see measurements on page 1030. For explanation of Wool Terms, see page 1029. Easy Terms available... see Inside Back Cover of this book.



## Classic Fleece Coats . . with extra warmth

**\$11.98**  
Each

Closely-woven fabrics are interlined. Necks button warmly  
Styles comfortably belted or fitted. Misses', juniors' sizes

### Famous 12-button wrap-tie

This soft all wool fleece is 65% warm new wool, 35% reused wool. Interlined. Lined with Earl-Glo rayon twill guaranteed to wear 2 years. This double-breasted wrap-tie has been a sensational success ever since we first showed it. Many pretty Juniors prefer this style to all others . . . praise its casual lines, its comfort and warmth. Has soft bodice fullness released from front shoulder yoke and from set-in belt. Slot pockets. Convertible neck. Inverted pleat at center back hem.

Color: polo tan. Juniors' sizes: 11, 13, 15, 17, 19. Shpg. wt., 5 lbs.

♦ 17 ND 6350—State size . . \$11.98

### Convertible collar reefer

Warm, pretty all wool fleece is 20% new wool, 80% reused wool. All interlined. Completely lined with Earl-Glo rayon twill that is guaranteed to wear two years. The single-breasted reefer is the most classic coat fashion in America. This Kerrybrooke version has new notched collar that is convertible. It's cut with special care to fit smoothly and look smart when you button it up at the throat. Shoulders have nice natural lines. Two slot pockets.

Colors: teal blue or gray. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 5 pounds 4 ounces.  
♦ 17 ND 6351 . . . . . \$11.98



### New many-way wrap-tie coat

This wonderful fleece coat gives you great variety. You can wear the tie belt as shown . . . or unbutton it at sides and have a double-breasted reefer. You can open the collar, or button it high at your throat with two-button closing like that at the waistline. Sleeves have modified raglan line; cut all-in-one with shoulder yoke that releases fullness in front and back of coat. Back waistline is beltless; its beautiful cut accented by rows of stitching. Warmly interlined. Earl-Glo rayon twill lining guaranteed to wear 2 years. Colors: oatmeal tan (50% new wool, 50% rayon) or teal blue (80% reused wool, 20% new wool). Misses' sizes: 12, 14, 16, 18, 20. State size, color.  
♦ 17 ND 6352—Shpg. wt., 5 lbs. 4 oz. \$11.98



## All Wool Tweed Coats for extra long wear

Thick fabric is tightly woven. Collars all button up warmly.  
Interlinings add extra warmth. In misses' and juniors' sizes

**\$12<sup>98</sup>**  
Each

### Reefer for misses and juniors

Warm all wool herringbone tweed; 50% new wool, 50% reprocessed wool. Well interlined. The smooth Earl-Glo rayon twill lining is guaranteed to wear for two years. Youthful classic style is well-gored for fit and warm comfort . . . has two roomy pockets. The collar is convertible.

Colors: herringbone in heather mixture; blue-and-brown or brown-and-beige. State size and color.

♦17 ND 6353—Misses' sizes: 12, 14, 16, 18, 20. Shpg. wt., 4 lbs. 8 oz. \$12.98

♦17 ND 6354—Juniors' sizes: 11, 13, 15, 17, 19. Shpg. wt., 4 lbs. 8 oz. \$12.98



### Leather-button Balmacaan

Warm all wool herringbone tweed; 50% new wool, 50% reprocessed wool. Interlined throughout. Fine Earl-Glo rayon twill lining is guaranteed to wear for two years. This classic coat is beautifully made. The raglan shoulders and deep armholes, slip easily over heavy suits. Welt-seamed back has closed vent. Convertible collar; two pockets.

Colors: herringbone in heather mixture; brown-beige or blue-brown. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 4 lbs. 8 ozs. ♦ 17 ND 6355 \$12.98



### Wrap-tie; set-in back belt

All wool herringbone tweed; 50% new wool, 50% reprocessed wool. Interlined. Earl-Glo rayon twill lining guaranteed to wear 2 years. Warm wrap-tie style has snapper at waist, big button at convertible neck. Modified raglan shoulders, and soft bodice fullness in front and in back are young and becoming. Inverted pleat at the back hemline; 2 pockets.

Colors: herringbone in heather mixture of blue-and-brown or brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 4 lbs. 8 oz. ♦ 17 ND 6356 \$12.98



### How to order . . . customer service information

Check your size . . . see measurements on page 1030 in the back of book. For explanation of Wool Terms, see page 1029 in the back of the book. Easy Terms are available. See complete information on inside back cover.

Coats marked ♦ on these two pages are shipped from Kansas City or New York, whichever is nearer you. Send order to and pay postage only from nearest Sears Mail Order House.



## Now .. BUTTON the extra lining into your Coat

Have warm winter coat . . . or take out lining on mild spring and fall days  
 Two classic styles in two qualities . . . sizes for Misses and for Juniors

In GOOD quality  
 with sleeveless  
 button-in lining

**\$19.98**  
 Each

Our BEST quality  
 with long sleeved  
 button-in lining

**\$25.00**  
 Each

Classic four-button Balmacaan with smart shoulders, wide armholes. Goes on easily over heavy suits. Collar buttons up warmly or opens becomingly. Welt seams, back vent, slot pockets. Button-tab sleeves. **Color:** polo tan. **Misses' sizes:** 12, 14, 16, 18, 20. **Juniors' sizes:** 11, 13, 15, 17, 19. **State size:** Shpg. wt., each, 5 lbs. 6 oz.

Our good all new wool fleece  
 Lined with Earl-Glo rayon twill  
 guaranteed to wear 2 years. Coat  
 sleeves warmly interlined. Body  
 of coat has a button-in sleeveless  
 lining that is made of 100%  
 reused wool . . . quilted between  
 two layers of the rayon twill.  
 ♦ 17ND6333-Miss sizes \$19.98  
 ♦ 17ND6433-Jrs. sizes \$19.98

Our best all new wool fleece  
 Warm soft sturdy fabric. Lined with Skinner's rayon satin  
 guaranteed to wear two years. Detachable button-in lining  
 has long sleeves and knitted cuffs; is  
 100% reused wool quilted between  
 2 layers of the rayon satin.  
 ♦ 17ND6334-Miss sizes \$25.00  
 ♦ 17ND6434-Jrs. sizes \$25.00

Classic tweed Balmacaan coat has welt seams, closed back vent. Slot pockets; open-or-closed collar.

**Colors:** Harris-type herringbone tweed in blue-and-brown or medium brown. **Misses' sizes:** 12, 14, 16, 18, 20, 22. **State size, color:** Shpg. wt., ea., 5 lbs. 6 oz.

All wool tweed 50% new, 25% reprocessed, 25% reused wool. Earl-Glo rayon twill lining guarantees 2 yrs. wear. Sleeves interlined. Sleeveless button-in lining is reused wool quilted between rayon satin, has long sleeves, knitted cuffs.

Our best all wool tweed 40% new wool, 10% reprocessed wool, 50% reused wool. Skinner's rayon satin lining guarantees 2 yrs. wear. Button-in lining is 100% reused wool quilted between rayon satin, has long sleeves, knitted cuffs.

♦ 17 ND 6331.. \$19.98      ♦ 17 ND 6332.. \$25.00



## Shaded ombre plaid Coats . . newest of all

Soft colors, beautifully blended, make this plaid very becoming  
We offer it in wide range of sizes . . for misses' and juniors' figures

**\$14.98**  
Each

**Boxy coat** with a smart young air; has new cut, fashionable ombre fabric. Built-up neck fits well, whether worn open or closed. Modified raglan sleeves are cut all-in-one with a yoke that releases soft fullness in front and back. Natural-looking shoulders; wide sleeves. Slot pockets piped with the tweed. Tweed is 60% new wool, 10% reused wool, 10% cotton, 20% rayon. Interlined. Lined, Earl-Glo deluxe rayon guaranteed to wear two years.

**Colors:** ombre plaid in brown-and-beige or in blue-and-brown. **Misses' sizes:** 12, 14, 16, 18, 20. **State size and color.**  
♦17 ND 6344—Shpg. wt., 5 lbs... \$14.98

To check your size, see page 1030.  
For easy terms, see inside back cover.  
Wool terms explained on page 1029.



**Double-breasted reefer** famous for warmth, comfort and good fitted lines. Especially handsome in this new ombre plaid. Notched collar; two flap pockets, and a breast pocket which carries velvet-ee handkerchief toned to blend with tweed. Back has center seam; closed vent. Warm tweed is 60% new wool, 10% reused wool, 10% cotton, 20% rayon. Interlined. Lined, Earl-Glo deluxe rayon guaranteed to wear 2 years.

**Colors:** ombre plaid in blue-and-brown or in brown-and-beige.  
**Misses' sizes:** 12, 14, 16, 18, 20.  
**Juniors' sizes:** 11, 13, 15, 17, 19. **State size, color.** Shipping weight, ea., 5 lbs.  
♦17 ND 6345—Misses' sizes... \$14.98  
♦17 ND 6346—Juniors' sizes... \$14.98



**New Wrap-tie** has a splendid big button at the convertible neck, and set-in tie belt. Modified raglan shoulders, deep armholes, go on easily over heavy dress. Coat softly Shirred, above waist, in front and back. Pockets warmly lined. Center back seam ends in inverted pleat. Tweed is 60% new wool, 10% reused wool, 10% cotton, 20% rayon. Fully interlined. Lined, Earl-Glo deluxe rayon guaranteed to wear two years.

**Colors:** ombre plaid in blue-and-brown, or in brown-and-beige. **Misses' sizes:** 12, 14, 16, 18, 20. **State size, color.**  
♦17 ND 6343—Shpg. wt., 5 lbs... \$14.98





*Charmode*  
COATS

## Our Finest Coats . . . best furs, best fabrics

**\$57 50**

Each  
Includes 10% Fed. tax.

### Fully gored back, tie-belt; misses' sizes

Luxurious collar of gray wolf fur ripples up warmly against your throat and frames your face prettily. Or the ends can be draped back and coat opened in lovely V-line. Coat collar is smooth-fitting neckband style. Front of coat has soft bodice fullness and narrow tie-belt. Many-gored back is especially lovely . . . fits beautifully and flares gracefully; needs no belt. Rich all wool Botany fabric is 75% new wool, 25% reused wool. Has smooth surface, firm weave. Well interlined. Lined with Skinner's rayon satin guaranteed to wear 2 years. Pocket in lining. Inside tie-and-loop. Color: black only. **Misses' sizes:** 12, 14, 16, 18, 20. **State size.** Shipping weight, 5 lbs. 6 oz.

♦ 17 CD 6317

\$57.50

Big fluffy fur collars in smart and flattering shades on coats of smooth-surfaced top quality Botany fabrics; Luxury, beauty, style that will serve you many seasons

### Dressmaker coat; misses', women's sizes

Lovely collar of fluffy fox fur is dyed a flattering shade of blue gray. Styled the new way with ripples of fur close to your face. Designed to be worn as shown . . . or with fur draped back and coat opened in smart V-line. Collar of coat itself is comfortable neckband style. Gored back of coat is softly bloused, and beltless. Front has bodice fullness and belt that crosses and buttons. Smooth dressy all wool Botany fabric is 75% new wool, 25% reused wool. Well interlined. Lined with Skinner's rayon satin guaranteed to wear 2 years. Pocket in lining; inside tie-and-loop. Color: black only. **Misses' sizes:** 12, 14, 16, 18, 20. **Women's sizes:** 38, 40, 42. **State size:** 12, 14, 16, 18, 20. Shipping weight, each, 5 lbs. 6 oz.

♦ 17 CD 6318 Shpg. wt., each, 5 lbs. 6 oz. \$57.50





## Big fluffy Fur Collars on thick warm tweed coats

Enjoy winter-time comfort with these big collars of beige wolf fur  
Then remove fur in spring . . . it's sewn on by hand; comes off easily  
Kerrybrooke coats with this new feature, in misses', women's sizes

**\$26<sup>98</sup>**  
Each

### Swagger Coat; tuxedo collar

Tuxedo revers button back as in small view below..or button over comfortably. Neckband of coat fits your throat warmly. Beige wolf fur collar can be worn as shown..or removed. It's sewn on by hand; easily detached, easily replaced. Concealed button-and-loop fastens coat at waist. Slot pockets have piping of the tweed. Back of coat is well-gored. All wool herringbone tweed; 50% new wool, 50% reprocessed wool. Interlined. Lined with Earl-Glo deluxe rayon that is guaranteed to wear for two years. Colors: herringbone tweed in oatmeal tan, or in blue-and-brown . . . each with beige wolf fur collar. Misses' sizes: 12, 14, 16, 18, 20. Women's sizes: 38, 40, 42, 44. Shpg. wt., 4 lbs. 12 oz.



♦ 17 ND 6320—State size, color. \$26.98

### Ombre-plaid Swagger

The back of this coat is slot-seamed to accent the fine way plaid is matched. Built-up neck looks well open or closed; fastens with big button. Another button at waist. Fur collar is sewn on by hand; easily removed, easily replaced. Softly blended plaid tweed is 15% new wool, 25% reprocessed wool, 60% rayon. Interlined. Lined, Earl-Glo deluxe rayon guaranteed to wear 2 years. Color: ombre plaid, brown-and-beige, beige wolf fur collar. Misses' sizes: 12, 14, 16, 18, 20. Shpg. wt., 4 lbs. 12 oz. State size.

♦ 17 ND 6323 . . . . . \$26.98



### Fitted, gored wrap-tie Coat

This fur-collared coat is cut in flattering fashion; has front and back gores and soft fulness over the bust. It fastens with tie-belt, snap at waist and a button at convertible neck. Standup collar band, slot pockets. Beige wolf fur collar is sewn on by hand; easily detached, easily replaced. Herringbone tweed is 100% new wool. Interlined. Lined with deluxe Earl-Glo rayon that is guaranteed to wear for two years.

Color: herringbone tweed in oatmeal tan—beige wolf fur collar. Misses' sizes: 12, 14, 16, 18, 20. Shpg. wt., 4 lbs. 12 oz.

♦ 17 ND 6324—State size . . . . . \$26.98

PAGE 19 . . . . . COATS





*Charmode*  
COATS

## Dressy black Coats with velveteen trim

Smooth luxurious coat fabrics; sizes for misses and juniors

Two qualities of lining; each guaranteed to wear two years

In our good  
needle-knot

**\$12.98**  
Each style

Our best  
coating

**\$19.98**  
Each style

### Ⓐ Raglan shoulder Boxy Coat

Has black velveteen collar trim, low-cut armholes; front and back panel. Interlined. Linings guaranteed to wear 2 years.

**Color:** black only. **Misses' sizes:** 12, 14, 16, 18, 20, 22. **State size:** Shpg. wt., ea., 5 lbs.

**Needle-knot coating:** 20% new wool, 21% reprocessed wool, 40% cotton, 19% rayon. Deluxe Earl-Glo rayon lining

◆ 17 ND 6335 \$12.98

**Our best dressy coating:** 50% new wool, 25% reused wool, 25% smooth, rich rayon. Skinner's rayon satin lining

◆ 17 ND 6336 \$19.98

### Ⓑ Youthful many gore Reefer

Newest dressy version of popular two-button double-breasted style . . . that is so smart, so wearable. Has black velveteen collar trim, two slot pockets. (Scarf not included.) Two qualities; both interlined, with linings guaranteed to wear 2 years.

**Color:** black only. **Misses' sizes:** 12, 14, 16, 18, 20. **State size:** Shpg. wt., ea., 5 lbs.

**Needle-knot coating:** 20% new wool, 21% reprocessed wool, 40% cotton, 19% rayon. Deluxe Earl-Glo rayon lining

◆ 17 ND 6337 \$12.98

**Our best dressy coating:** 50% new wool, 25% reused wool, 25% rayon. Skinner's famous rayon satin lining

◆ 17 ND 6338 \$19.98

### Ⓒ Popular 12-button Reefer

Success style; black velveteen trim. 2 qualities; interlined; linings guaranteed to wear 2 years. **Color:** black. **Misses' sizes:** 12, 14, 16, 18, 20. **Juniors' sizes:** 11, 13, 15, 17, 19. **State size:** Shipping weight, each, 5 lbs.

**Needle-knot coating:** 20% new wool, 21% reprocessed wool, 40% cotton, 19% rayon. Deluxe Earl-Glo rayon lining

◆ 17 ND 6339 Misses' sizes \$12.98

◆ 17 ND 6340 Juniors' sizes \$12.98

**Our best coating:** 50% new, 25% reused wool, 25% rayon. Skinner's rayon satin lining

◆ 17 ND 6341 Misses' sizes \$19.98

◆ 17 ND 6342 Juniors' sizes \$19.98





## Special styles for shorter women

If you are 5 feet 3 inches or under, here are your coats:

Order size ..... 16½ 18½ 20½ 22½ 24½ 26½

If your bust measures: . . . 37 in. 39 in. 41 in. 43 in. 45 in. 47 in.

If your waist measures: . . . 30 in. 32 in. 34 in. 36 in. 38 in. 40 in.

If your hips measure: . . . 40 in. 42 in. 44 in. 46 in. 48 in. 50 in.

Length of each coat is about 42½ inches.

**\$1298**

### Five-button Reefer

Youthful coat with lines that make you look taller; 3 pockets. Tweed: 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Interlined. Lined. Earl-Glo rayon guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white, or brown-and-white. Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Statesize, color. Shpg. wt., 5 lbs. ♦17 ND 6372 ..... \$12.98



**\$1850**

### Fur trimmed princess

Stand-up collar of brown beaver-dyed coney fur in bow-effect. Convertible neck. Side closing, with button and tie; gored back. Dressy fabric is 42% reused wool, 41% cotton, 17% rayon. Well interlined. Lined with better quality deluxe Earl-Glo rayon. Color: Black. Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Statesize. Shpg. wt., 5 lbs. ♦17 ND 6373 ..... \$18.50

Check your size, it's easy to get correct fit; see measurements on page 1030. For Easy Terms see inside back cover. Wool terms are explained on page 1029.

## Fashions for a Gracious Lady

Well cut coats; longer lengths  
For mature figures and tastes

**\$1850**

### Dressy Boxy

Raglan-type shoulders, bust fulness, panel-back make this coat becoming. Boucle-type fabric; 25% new wool, 21% reprocessed wool, 29% cotton, 25% rayon. Interlined. Lined in Skinner's rayon satin guaranteed to wear 2 years. Color: Black. Women's sizes: 34, 36, 38, 40, 42, 44, 46. Average length, 45 in. State size. Shpg. wt., 5 lbs. ♦17 ND 6371. \$18.50



**\$1298**

### Fitted casual

Has convertible collar. Tweed; 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Interlined. Lined in Earl-Glo rayon twill guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-white. Women's sizes: 34, 36, 38, 40, 42, 44, 46. Average length, 45 inches. State size, color. Shpg. wt., 4 lbs. 4 oz. ♦17 ND 6370. \$12.98





## Handsome warm Coats for women . . and shorter women

**\$1498**  
Each

Skillfully styled, beautifully cut  
To make you seem slimmer and taller

Women's Coats, about 43 inches long.  
Shorter women's, about 41½ in. long.

Order woman's size:	34	36	38	40	42	44	46
If your bust measures:	36 in.	38 in.	40 in.	42 in.	44 in.	46 in.	48 in.
If your waist measures:	29 in.	31 in.	33 in.	35 in.	37 in.	39 in.	41 in.
If your hips measure:	38½	40½	42½	44½	46½	48½	50½

### Two-button Reefer; self-belt

Youthful neckline can be buttoned up, or opened; stitched collar looks well up or down. Slot pockets, gored back, panel front make you look slimmer, taller. Herringbone tweed; 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Interlined. Lined. Earl-Glo rayon twill guaranteed to wear 2 years. Colors: Color-flecked herringbone in black-and-white or in brown-and-white. State size, color. Shpg. wt., 5 lbs.

♦17 ND 6374—Women's sizes: 34, 36, 38, 40, 42, 44, 46. (Scale above.) \$14.98

♦17 ND 6375—Short sizes: 16½, 18½, 20½, 22½, 24½, 26½..... \$14.98



### Youthful dressy Reefer

Curved gores in front and back, and soft fullness released from front shoulder-yoke, make this reefer especially becoming to womanly figures. Convertible collar; 2 pockets. Smooth fabric is 20% new wool, 21% reprocessed wool, 19% rayon, 40% cotton. Interlined. Lined, de luxe Earl-Glo rayon guaranteed to wear 2 years.

Color: Black only. State size. Shipping weight, each, 4 pounds 6 ounces.

♦17 ND 6376—Women's sizes: 34, 36, 38, 40, 42, 44, 46. (Scale above.)

♦17 ND 6377—Short sizes: 16½, 18½, 20½, 22½, 24½, 26½. \$14.98



### Popular boxy Coat

Smart, slenderizing coat for a woman's figure. Graceful sleeves are all tucked, from raglan shoulders to wrists. Notched collar is convertible. Panel front and back; 2 pockets. Dressy needle-knot coating; 20% new wool, 21% reprocessed wool, 19% rayon, 40% cotton. Interlined. Lined in de luxe Earl-Glo rayon guaranteed to wear 2 years. Color: Black only. State size. Shpg. wt., 5 lbs.

♦17 ND 6378—Women's sizes: 34, 36, 38, 40, 42, 44, 46. (Scale above.)

♦17 ND 6379—Short sizes: 16½, 18½, 20½, 22½, 24½, 26½. \$14.98



### How to order—customer service information

Check your size . . . see measurements for Women's Sizes in size scale above; measurements for Shorter Women in size scale on page 21. For explanation of wool terms, see page 1029.

Coats marked ♦ on these 2 pages shipped from Kansas City or New York, whichever is nearer you. Order, pay postage, from nearest mail order house. For Sears Easy Payment Plan, see inside back cover.



## New styles, warmly interlined for women and stouts

Charmode and Kerrybrooke fashions that slenderize;  
Bring beauty, comfort, good fit to womanly figures.  
Lengths, average 43 in. for women; 44½ in. for stouts.

Order Stout Size: 43 45 47 49 51 53  
 If your bust measures 45 in. 47 in. 49 in. 51 in. 53 in. 55 in.  
 If your waist measures 40 in. 42 in. 44 in. 46 in. 48 in. 50 in.  
 If your hips measure 49 in. 51 in. 53 in. 55 in. 57 in. 59 in.

### Fur-effect fabric

This curly black Persian fur-effect fabric coat has a simple boxy silhouette, and slot pockets. Fabric content: 18% new wool, 48% rayon, 34% cotton. Warm interlining (80% reused wool, 20% cotton) is quilted to rayon satin lining guaranteed to wear 2 years. Convertible neck has clasp and tails of brown-dyed fitch fur. Color: black. State size. Shpg. wt., 6lbs.  
 ♦ 17 ND 6386—Women's Sizes: 34, 36, 38, 40, 42, 44 . . . \$17.98  
 ♦ 17 ND 6387—Stout sizes: 43, 45, 47, 49, 51, 53 . . . . . \$17.98

**\$17.98**



Neck closed

### Dressy, gored Reefer

A slenderizing style for full figures; is well gored front and back. Pockets are set into the seams. Stitched collar stands warmly against your neck in back; and can be worn open or closed. Dressy coating: 67½% reused wool, 22½% rayon, 10% cotton. Interlined. Earl-Glo rayon lining guaranteed to wear 2 years. Colors: black or teal blue. State size, color. Shpg. wt., 5lbs.  
 ♦ 17 ND 6388—Women's sizes: 34, 36, 38, 40, 42, 44 . . . \$12.98  
 ♦ 17 ND 6389—Stout sizes: 43, 45, 47, 49, 51, 53 . . . . . \$12.98

**\$12.98**

### Most popular collar style; 2 qualities

Fine Tweed **\$14.98** Our best Tweed **\$19.98**

Panel tucks back and front . . . and full length of the raglan sleeves, bring style and slenderness to this boxy coat. Rounded collar is comfortably narrow in back. Concealed button at waist; 2 pockets. Two qualities; all linings guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-beige. State size, color. Shpg. wt., 5 lbs.  
 Fine herringbone tweed; 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Earl-Glo rayon twill lining.  
 ♦ 17 ND 6390—Women's Sizes: 34, 36, 38, 40, 42, 44 **\$14.98**  
 ♦ 17 ND 6391—Stout Sizes: 43, 45, 47, 49, 51, 53 **\$14.98**  
 Our best herringbone tweed; 45% new wool, 8% reprocessed wool, 33% rayon, 14% cotton. DeLuxe Earl-Glo rayon lining.  
 ♦ 17 ND 6392—Women's Sizes: 34, 36, 38, 40, 42, 44 **\$19.98**  
 ♦ 17 ND 6393—Stout Sizes: 43, 45, 47, 49, 51, 53 **\$19.98**

Check your size; see Stout Women's Size Scale above; Women's Size Scale opposite page.

PAGE 21B . . . . . COATS

Trimline  
COATS

Slenderizing styles  
That bring three-way value  
To you who are sizes 39-53

• They fit you Correctly:

Larger across the shoulders, around the bust. Roomy through upper arm and around the waist.

Armpholes fit without binding. Sleeves come well up on shoulders, never sag or droop down.

Generously cut to fit smoothly around hips.

• They flatter your figure:

Trimline coats are cut with panel backs, or well gored. These vertical lines slenderize.

Collars are narrowed in back and tapered in front . . . to slenderize full face and throat.

Only slot pockets are used. Their up-and-down lines lengthen your figure; make you taller.

Smooth fabrics, neutral colors especially selected to make full figures slimmer, lovelier.

• They wear well:

Fabrics are firmly woven. Linings all guaranteed to wear two years. Styles are tried-and-true classics; stay in fashion for years.

(B)

**\$18.50** Dressy boxy coat;  
stand-up collar

(A) Stitched tuxedo revers can be buttoned back or over as shown; neck can be open or closed. Slenderizing shoulder yoke; panel back and front. Dressy coating; 36% new wool, 18% reprocessed wool, 43% cotton, 3% rayon. Interlined. Lined with Skinner's rayon satin guaranteed to wear two years. Colors: black only. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size. ♦ 17ND6380—Shpg. wt., 4 lbs. 6 oz. \$18.50



How to order

Check your size; see measurements, page 1030. For explanation of wool terms, see page 1029. Sears easy terms available; see inside back cover.

Our best quality Trimline coat

**\$22.00** Warm dressy coat;  
fluffy fur collar



(B) Semi-fitted, panel-back coat brings height and slenderess to the large figure. Lovely long-haired fur collar of blue fox-dyed vicuna frames your face prettily, warmly. Dressy needle-knot coating; 26½% new wool, 12½% rayon, 61% cotton. Interlining. Earl-Glo rayon lining guaranteed to wear two years. Color: black only. Stout sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size. ♦ 17 ND 6381—Shpg. wt., 5 lbs. . . . \$22.00

Customer service

Coats on these 2 pages, marked ♦ shipped from New York or Kansas City whichever nearer. Order, pay postage, from nearest Sears mail order house.



#### Trimline coat in two qualities

**\$14.98** Good tweed      Best tweed **\$19.98**

Well gored reefer, fitted just enough to flatter your figure and give you comfortable warmth. New rounded convertible collar. In two qualities of tweed and lining; all linings guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-beige. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size, color.

Good tweed: 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. All interlined. Lined with Earl-Glo rayon twill.

♦ 17 ND 6383—Shipping wt., 5 lbs. \$14.98

Our best tweed: 45% new wool, 8% reprocessed wool, 33% rayon, 14% cotton. All interlined. Lined with deluxe Earl-Glo rayon.

♦ 17 ND 6384—Shipping wt., 5 lbs. \$19.98

#### Boxy coat; built-up neckline

**\$12.98** In Trimline sizes 39-53

Prettiest and most comfortable coat a full figure can wear, is the boxy style. This dressy Trimline version has warm built-up neck that opens into graceful V-line. The modified raglan shoulders look new and slip on easily. Beautifully stitched panel tucks, in front and back, give you slenderness and height. Wide sleeves, slot pockets. Fine smooth dressy coating is 67½% warm reused wool, 22½% rayon, 10% cotton. Interlined. Lined with Earl-Glo rayon twill that is guaranteed to wear two years.

Colors: black or teal blue. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size and color. Shpg. wt., 5 lbs.

♦ 17 ND 6382 ..... \$12.98

#### Dress Coat in Trimline sizes

**\$19.50** Durable fabric sizes 39 to 53

Stitched, stand-up collar of this coat looks lovely worn open . . . or buttoned up warmly on cold days. The single-breasted closing and well-cut gores fit the full figure comfortably . . . and slenderize bust, waist and hips. Slot pockets are roomy. The rich smooth dressy fabric is needle-knot coating; 37% new wool, 23% rayon, 40% cotton. All interlined. Lined with famous Skinner's rayon satin that is guaranteed to wear two years.

Color: black. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size.

♦ 17 ND 6385—Shpg. wt., 5 lbs. \$19.50

♥ PAGE 21D ..... COATS





## FUR GREATCOAT

### Young..Durable..New

The warmest Fur Coat fashion..

Slips easily over a heavy suit

Comes in 3 furs and 3 qualities

*Sizes to fit misses and juniors*

#### Satisfaction guaranteed

.. or your money back. For 31 years women have trusted Sears word of honor. Our reputation has sold more than half a million fur coats .. won us more than half a million friends. And today, more than ever, you need the protection of this reputation in buying furs.

#### Extra warmth and wear in these Fur Coats

- Furs all guaranteed against defects for one year
- Deluxe rayon linings guaranteed to wear two years
- Windshields inside sleeves, keep your wrists warm
- Good interlining throughout, adds warmth and comfort
- Two outside pockets are smart, convenient and warm
- Fur mounted on rayon grosgrain tapes, intermittently throughout coat to eliminate bulk and add grace
- Ruching around neck and sleeves prolongs life of fur
- Armshields add daintiness and prolong life of lining

Best Greatcoat; others have same straight lines, modified shoulders, built-up convertible neck, and fronts that hook warmly without bulky overlap.

**\$74.50**

Includes 10% Fed. Tax

Block Skunk-dyed  
Opossum Fur Coat



Popular greatcoat in style described above. Fur of the full-length sleeves goes in unbroken line from shoulder to wrist. Glossy long-haired fur is our finest Skunk-dyed American Opossum .. intermittently mounted on tapes for grace and slenderness. Whole coat is luxuriously lined and beautifully made by expert fur craftsmen as described in the panel of values above, at the right.

Color: black. Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20. Length, about 40 inches. State size. Shpg. wt., 5 lbs.

♦17 CD 5286.....\$74.50

**\$129.00**

Includes 10% Fed. Tax

Fine Black-dyed  
Skunk-stripe Fur



Our better quality greatcoat in style described above. Fur goes around the full length sleeves in youthful new way. Shining long-haired fur is splendid quality Black-dyed Skunk-stripes; exceptionally warm and very sturdy. Skins are intermittently mounted on tapes for gracefulness. Whole coat is richly lined and handsomely made, as described in the panel at right above.

Color: black. Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20. Length, about 40 in. State size. Shpg. wt., 5 lbs. 8 oz.

♦17 CD 5288.....\$129.00

**\$229.00**

Includes 10% Fed. Tax

Our finest Greatcoat  
in Black Tipped Skunk



Our best greatcoat, in Tipped Skunk shown above; finest of all. Each skin has been hand-picked by a master craftsman of furs. Chosen for glossy beauty, long-haired perfection, superb warmth and wear. The fine pelts are worked to form new L-shaped design down and around full-length sleeves. Skins are mounted on tapes, and coats luxuriously lined and made .. as described in panel above. Color: black. Misses' sizes (also fit Jrs.): 12, 14, 16, 18, 20. Lgth., abt. 40 in. State size. Shpg. wt., 5 lbs. 8 oz.

♦17 CD 5290.....\$229.00



#### Trimline coat in two qualities

**\$14.98** Good tweed      Best tweed **\$19.98**

Well gored reefer, fitted just enough to flatter your figure and give you comfortable warmth. New rounded convertible collar. In two qualities of tweed and lining; all linings guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-beige. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size, color.

Good tweed; 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. All interlined. Lined with Earl-Glo rayon twill.

♦ 17 ND 6383—Shipping wt., 5 lbs. \$14.98

Our best tweed; 45% new wool, 8% reprocessed wool, 33% rayon, 14% cotton. All interlined. Lined with deluxe Earl-Glo rayon.

♦ 17 ND 6384—Shipping wt., 5 lbs. \$19.98

#### Boxy coat; built-up neckline

**\$12.98** In Trimline sizes 39-53

Prettiest and most comfortable coat a full figure can wear, is the boxy style. This dressy Trimline version has warm built-up neck that opens into graceful V-line. The modified raglan shoulders look new and slip on easily. Beautifully stitched panel tucks, in front and back, give you slenderness and height. Wide sleeves, slot pockets. Fine smooth dressy coating is 67½% warm reused wool, 22½% rayon, 10% cotton. Interlined. Lined with Earl-Glo rayon twill that is guaranteed to wear two years.

Colors: black or teal blue. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size and color. Shpg. wt., 5 lbs.

♦ 17 ND 6382 ..... \$12.98

#### Dress Coat in Trimline sizes

**\$19.50** Durable fabric sizes 39 to 53

Stitched, stand-up collar of this coat looks lovely worn open . . . or buttoned up warmly on cold days. The single-breasted closing and well-cut gores fit the full figure comfortably . . . and slenderize bust, waist and hips. Slot pockets are roomy. The rich smooth dressy fabric is needle-knot coating; 37% new wool, 23% rayon, 40% cotton. All interlined. Lined with famous Skinner's rayon satin that is guaranteed to wear two years.

Color: black. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size.

♦ 17 ND 6385—Shpg. wt., 5 lbs. \$19.50



# MUSKRAT

## The Most Popular Fur

In such great demand this season  
that we offer three fine coats . . .  
Choice of colors and qualities

*Sizes to fit misses, juniors, women*

**These Charmode Coats are expertly made  
to give extra warmth, wear, value:**

- Fur in all these coats is guaranteed against defects for one entire year
- Linings of rich brocaded rayon crepe-back satin are guaranteed to wear for 2 years
- Protective ruching prolongs the life of these furs at important points of wear
- Coats button well; have inside-tie-and loop; small button at convertible neck
- Interlined well, to add extra warmth and to prolong the life of your precious fur
- Windshields in sleeves; help shut out cold  
Two outside pockets are roomy and deep

### How to order information

Furs marked ♦ on these 2 pages shipped from New York. Order, pay postage only from nearest Sears Mail Order House. For Easy Terms; see Inside Back Cover. Check your size; see measurements Pg. 1030.



**\$129<sup>00</sup>**

Natural Muskrat  
in silvery-beige

*Includes 10% Fed. Tax*

Fine smooth sturdy Muskrat skins in their rich natural silvery-beige color. This clear shade is especially young and becoming. The smart simple style is suitable for all occasions; its classic lines will stay in fashion for many seasons to come. Has straight silhouette, modified shoulders, fine wide bell sleeves. The new collar closes high and warm . . . or opens into pretty V-line. This good-looking, long-wearing fur coat is beautifully made and luxuriously lined, as described in the panel above.

Color: Natural (silvery-beige). Misses' sizes: (also fit Juniors): 12, 14, 16, 18, 20. Length, about 41 inches. Shpg. wt., 5 lbs. 8 oz.

♦17 CD 5285—State size.....\$129.00

**\$175<sup>00</sup>**

Misses'

*Includes 10% Fed. Tax*

Sable-blended Muskrat  
Fur Coat; two qualities

**\$245<sup>00</sup>**

*Includes 10% Fed. Tax*

Southern Muskrat is a smooth handsome fur; the glossiest, sturdiest part of each skin is the back . . . and *only* the backs are used for this fine coat. The fur has been skillfully blended in the brown tones and shadowy-stripes that resemble rare sable. Then smartly styled as shown in big illustration . . . beautifully made and lined as specified in panel above. Color: brown. State size.

♦17 CD 5280—Misses' sizes (also fit Jrs.): 12, 14, 16, 18, 20. Lgth., abt. 41 inches. Shpg. wt., 6 lbs. 4 oz...\$175.00

♦17 CD 5281—Women's sizes: 40, 42, 44. Lgth., abt., 43 in. Shpg. wt., 6 lbs. 8 oz.

Includes 10% Fed. Tax.....\$192.50

Northern Muskrat is finest of all . . . and the choicest part of each skin is the back. Only the backs are used for this magnificent coat. They are thickly furred, lustrous, soft and sturdy. The fur is blended in rich brown tones and shadowy-stripes that remind you of rare sable. The style, shown in big picture, is classic perfection. Has straight lines, modified shoulders, full-length sleeves. Convertible neckline; wide overlap closing. Entire coat made, lined as specified in panel at left above. Color: brown. Misses' sizes: (also fit Juniors): 12, 14, 16, 18, 20. Length, about 41 inches. State size.

♦17 CD 5284—Shpg. wt., 6 lbs., \$245.00

*All prices on this page include the 10% federal excise tax on fur coats*

□ PAGE 21F . . . . . COATS



*Charmode*  
FUR FASHIONS

## Our finest quality black Fur Coats

Dressy furs with lovely high luster, soft lines and great warmth  
Beautifully made, richly lined. Sizes fit misses, juniors, women

**\$288<sup>00</sup>** Includes  
10% Fed. Tax

### Supreme luxury; Persian Lamb fur Dyed by famous Hollander process

Persian Lamb fur is admired by all for its glossy black tightly-curved beauty, great warmth, enduring wear. This boxy coat in Persian Lamb has 4-in. facing of fur inside the wide sleeves. They can be turned down warmly or turned back in bracelet-length cuffs. Coat has windshields, armshields, 2 pockets. Closes with big buttons, inside tie-and-loop, small button at convertible neck. Interlined. Lined with rayon crepe-back satin guaranteed to wear 2 years. Color: black. Misses' sizes (also fit Jrs.): 12, 14, 16, 18, 20. Lgth., abt. 41 in. Women's sizes: 40, 42, 44. Lgth., abt. 43 in. State size.

♦ 17 CD 5298—Shpg. wt., 7 lbs. .... \$288.00

**\$119<sup>00</sup>** Includes  
10% Fed. Tax

### Our best black Seal-dyed Coney, or brown Beaver-dyed Coney fur coat

Sears finest Coney fur dyed to resemble Seal or Beaver. Coat has boxy lines, new 4-inch facing of fur inside sleeves. Wear them down . . . or turned back in bracelet-length cuffs. Coat fronts faced deeply with fur. Big buttons, inside tie-and-loop, and button at convertible neck; pockets. Extra value in armshields, windshields, piping, and stay-cloth reinforcement. Interlined. Lined with embroidered rayon crepe-back satin guaranteed to wear 2 years. Colors: black or brown. Misses' sizes (also fit Jrs.): 12, 14, 16, 18, 20. Lgth., abt. 41 in. Women's sizes: 40, 42, 44. Lgth., abt. 43 in. State size, color.

♦ 17 CD 5300—Shpg. wt., 6 lbs. 8 oz.... \$119.00

**\$129<sup>00</sup>** Includes  
10% Fed. Tax

### Black Persian Lamb Paw fur Glossy and dressy black coat

This shining black Persian Lamb Paw is a fur coat designed for dressy occasions. It deserves, and repays good care. Has simple boxy lines styled to stay in fashion for years; wide sleeves; pockets. Wide overlap closes with button at waistline; button at convertible collar. Entire coat is reinforced to prevent rips. Has armshields, windshields, and protective ruching at points of wear. Interlined . . . lined with brocaded rayon satin guaranteed to wear 2 years. Color: black. Misses' sizes (also fit Jrs.): 12, 14, 16, 18, 20. Lgth., abt. 41 in. Women's sizes: 40, 42, 44. Length about 43 in. State size.

♦ 17 CD 5296—Shpg. wt., 6 lbs. 8 oz.... \$129.00

Our Greatest Values in  
**Coney Fur Coats**  
**Dyed to Resemble**  
**Seal or Beaver**

**\$72.50 \$79.50**

To fit Misses, Juniors Women's sizes 40-48

All prices include the 10% federal tax

*Check these extra-value features:*

- Skins hand picked for beauty and wear  
Guaranteed against defects for a year
- Cross seams are all carefully sewn to  
match perfectly and help prevent rips
- Heavy stay-cloth, between fur and lining  
gives coat extra warmth, extra wear
- Lining of Skinner's rayon crepe-back  
satin is guaranteed to wear two years
- Ruching at points of wear protects fur;  
prolongs its life; adds value to coat
- Armshields and shoulder yoke of lining  
material add wear and daintiness
- Interlinings add comfortable warmth  
Windshields in sleeves shut out wind

**In Rich Black or Glossy Brown**

This simple style and smooth glistening fur are preferred to all others . . . by well dressed women of every age. This classic coat is so important that we have given it our greatest attention. Cut it to fit superbly in many sizes. Styled it to stay in fashion many seasons. Made it with choice Coney skins and fine workmanship . . . as described in panel above. Straight boxy silhouette hangs from new modified shoulders. Coat closes with wide overlap; fastens with big buttons, inside tie-and-loop, and small button at convertible collar. Wide sleeves. Roomy pockets. Colors: black (Seal-dyed Coney) or brown (Beaver-dyed Coney).

♦17 CD 5278—Misses' sizes (also fit Jrs.): 12, 14, 16, 18, 20. Lgth., abt. 41 in. State size, color. Shpg. wt., 6 lbs. . . . \$72.50

♦17 CD 5279—Women's sizes: 40, 42, 44, 46, 48. Lgth., abt. 43 in. State size, color. Shpg. wt., 7 lbs. . . . . . . \$79.50

*How to order; satisfaction guaranteed or money back*

Furs marked ♦ on these two pages shipped from New York. Order, pay postage from nearest Sears mail order house. Check your size; see measurements on page 1030. For Easy Terms see inside back cover.



Year after year  
America's favorite fur

## Sable-dyed Coney Smooth rich Brown

So popular and so becoming  
We offer 2 lengths, 10 sizes  
For misses, juniors, women

**Satisfaction guaranteed**

... or your money back. For 31 years women have trusted Sears word-of-honor. Our reputation has sold more than half-a-million fur coats . . . and won us more than half a million friends. Today, more than ever, you need the protection of this reputation in buying a fur coat.

Extra value . . . extra warmth, extra wear in all Coats on these 2 pages

- All fur in these three coats is guaranteed against defects for one year
- Fur is well protected against rips by a sturdy stay-cloth reinforcement
- Linings guaranteed to wear 2 years. Coats all interlined for extra warmth
- Armshields add extra wear to lining. Windshields keep your wrists warm
- Outside pockets on all these fur coats add style, comfort and convenience
- Full-length coats have button at neck, down front, and inside-tie-and-loop
- The 32-inch coat has button at neck and a big button at the waistline

Furs marked ♦ on these 2 pages shipped from New York. Order, pay postage only from nearest Sears mail order house. Check your size; see page 1030. For Sears Easy Payment Plan, see inside back cover of this book.



**\$7250**

Prices include  
10% Fed. Tax

**\$7950**

Women's

### Our best quality Sable-dyed Coney Fur Coat

Superb quality Sable-dyed Coney fur . . . magnificently made. Skins are selected by hand and only the choice glossy backs are used. All skins are then sewn by fine zig-zag stitching to insure perfect match and prevent rips. Coat is further strengthened by stay-cloth protection throughout. The classic boxy style will stay in style for many seasons. Has modified shoulders, wide sleeves. Luxurious collar fastens warmly or rolls open in pretty V-line. Entire fur coat is handsomely made as described in panel of values at left. Warmly interlined . . . and luxuriously lined with smooth Skinner's rayon crepe-back satin. Color: brown.

♦ 17 CD 5302—Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20. Length, about 41 in. State size. Shpg. wt., 5 lbs. 12 oz. .... \$72.50

♦ 17 CD 5304—Women's sizes: 40, 42, 44, 46, 48. Length, about 43 inches. State size. Shpg. wt., 6 lbs. 8 oz. .... \$79.50



**\$4950**  
Misses'

Prices include  
10% Fed. Tax

**Our fine quality Sable-dyed Coney Fur Coat**

This classic coat in smooth brown Sable-dyed Coney is one of Sears most dramatic values. The fine skins are especially selected for thickly-furred lustrous beauty. Coat is cut to high-quality standards . . . with generous full lines and wide overlap. Has straight boxy lines, modified shoulders, wide sleeves. Roll collar closes warmly or opens prettily. Expertly made as described in panel on opposite page . . . and lined with Skinner's rayon satin guaranteed to wear 2 years. Color: brown.

◆ 17 CD 5275—Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20. Length, abt. 41 inches. Shipping weight, 5 pounds 8 ounces. State size . . . . . \$49.50

◆ 17 CD 5276—Women's sizes: 40, 42, 44, 46, 48. Length, about 43 inches. Shipping weight, 6 pounds 4 ounces. State size . . . . . \$54.50

**\$5450**  
Women's



**\$4250**  
Misses, Juniors

Price includes  
10% Fed. Tax

**New 32-inch Coat in glistening brown Sable-dyed Coney**

This splendid quality Coney fur coat is richly dyed to resemble precious brown sable. It is the very becoming 32-inch length . . . that looks well on all figures; and is right for all occasions. The luxurious collar closes warmly or opens in a flattering V-line. Shoulders are simple and natural, in the new fashion. Shadowy stripes on the glistening fur wind around the wide full-length sleeves. Coat is beautifully made as specified in panel on opposite page . . . and lined with smooth luxurious rayon satin guaranteed to wear two years. Expert value and workmanship . . . and classic style that will stay in fashion for many seasons to come. Color: brown. Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20.

◆ 17 CD 5306—State size. Shipping weight, 4 pounds 4 ounces . . . . . \$42.50

All prices on this page include the 10% federal excise tax on fur coats

☒ PAGE 23 . . . . . COATS



## New lengths, new youthful fashions in Fine Furs

**\$59.50**

Jackal Wolf

**\$37.50**

Raccoon Sides

Prices include 10% Fed. Tax

### 36-inch Coat; choice of Furs

Long-haired greatcoat in new 36-inch length. Wide sleeves and deep armholes slip easily over heavy suits. Velveteen cording around cardigan neck. 2 pockets. Made and lined as in panel at right. Color: black.

Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20. Length, 36 inches, all sizes. State size.

#### Black-dyed Jackal Wolf

(Shown above.) Glossy durable skins are mounted on tapes to eliminate bulk, add grace. Shipping weight, 5 lbs. 4 oz.

♦ 17 CD 5292.....\$59.50

#### Black-dyed Raccoon Sides

(At left); newly fashionable fur. Lightweight sturdy. Shipping weight, 4 lbs. 8 oz.

♦ 17 CD 5294.....\$37.50

**\$69.50**

Includes  
10% Fed. Tax

### 32-inch Opossum; two colors

Newest, youngest fur coat is the 32-inch American Opossum. Long enough to be warm, and short enough to be comfortable. Slips easily over suits or Winter dresses. Has straight lines, slender revers; two smart pockets. Fluffy skins are intermittently mounted on tapes to eliminate bulk . . . and manipulated to do away with all cross-seams in back of coat. Other value features are fine workmanship and lining, listed in panel at left. Colors: silvery-beige (Natural, above), or black (Skunk-dyed Opossum; right). Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20. Shipping weight, 4 pounds 8 ounces.

♦ 17 CD 5295—State size, color \$69.50



#### Extra value in all these Coats:

- Furs guaranteed against defects for 1 year
- Rayon satin lining guaranteed to wear 2 years
- Ruching at points of wear, prolongs life of fur
- Armshields of the lining are dainty; add wear
- Windshields inside sleeves, keep wrists warm
- Front edges meet; fasten warmly with 4 hooks
- Interlining adds extra warmth, wear and value



Newest . . . prettiest  
all year 'round

## Cardigan Jacket In Popular Furs

Smart 26-inch length  
In three sturdy furs;  
To fit misses, juniors

### These features add extra value

- Fur in each of these jackets guaranteed against defects for one year
- Linings of smooth rich rayon satin guaranteed to wear for two years
- Armshields add wear to linings. Windshields help shut out the cold
- Fronts of these jackets meet warmly and fasten smartly with three hooks
- Interlinings add extra warmth to all the jackets described on this page
- Ruchings protect fur against wear as specified in the descriptions below

**Sears guarantee protects you;**  
Satisfaction guaranteed or your money back.  
Our promise protects you . . . it means what it says. You can trust Sears when you buy furs.

**Sears service saves you money;**  
Order and pay postage only from nearest Sears mail order house. All furs on these 2 pages are shipped from our New York headquarters. Easy terms on inside back cover. Check your size, see page 1030.



Best Cardigan Jacket; others have same smart lines . . . sleeves vary; see description below.

**\$39.95** Includes  
10%  
Fed. Tax

### Black Jackal Wolf

Pretty 26-inch jacket is smart with everything . . . all year 'round. Fur goes full length of sleeves in unbroken line from shoulder to wrist. Sleeves are piped; neck corded in velveteen. Two pockets. Sturdy fur is black Skunk-dyed Jackal Wolf; lined and made as specified in the panel above.

**Color:** black. **Misses' sizes** (also fit Juniors): 12, 14, 16, 18, 20. **State size.** Shipping wt., 3 lbs. 12 oz.

♦ 17 CD 5316 . . . \$39.95



**\$49.50** Includes  
10%  
Fed. Tax

### Opossum; 2 colors

Popular 26-inch cardigan; practical with everything, all year 'round. Skins go around sleeves in new way; piping encircles neck and sleeve edges. Two pockets. Long haired American Opossum fur; made and lined as in panel above. **Colors:** black (Skunk-dyed), or silvery-beige (Natural Tipped Opossum). **Misses' sizes:** (also fit Juniors): 12, 14, 16, 18, 20. **State size, color.** Shpg. wt., 4 lbs.

♦ 17 CD 5315 . . . \$49.50

**\$69.50** Includes  
10%  
Fed. Tax

### Dyed Skunk-Stripes

Smart 26-inch cardigan jacket with fur swirled around full-length sleeves as shown above and at right. Is becoming to everyone; practical all year round. Ruching around neck and sleeves; 2 pockets. Fluffy glistening fur is Black-dyed Skunk-Stripes, chosen for beauty and wear. Made and lined as in panel above. **Color:** black. **Misses' sizes:** (also fit Jrs.): 12, 14, 16, 18, 20. Shpg. wt., 4 lbs. 8 oz. ♦ 17 CD 5314—State size \$69.50





Ⓐ \$6950

Price includes  
10% Fed. Tax



Ⓐ \$4950

Price includes  
10% Fed. Tax



Ⓒ \$2950

Price includes  
10% Fed. Tax

## Glamorous Fur Jackets

Smart with everything; lovely with tailored suits;

All fur is guaranteed against defects for one year.

Protective ruching at neck and sleeves; Armshields,

Windshields, interlining add value to every jacket

Ⓐ Soft, flattering Blue Fox-dyed Guanaco; 24-in. Jacket  
Ⓑ Spiral sleeves . . semi-tuxedo front ends in two pockets \$4950

Smart cardigan style. Fluffy skins are intermittently mounted on matching tapes to eliminate bulk and give fur soft drape. Three-hook closing. Lined with rayon crepe-back satin guaranteed to wear two years. Color: smoky taupe (Blue Fox-dyed Guanaco). Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20. State size.

♦ 17 CD 5310—Shpg. wt., 3 lbs. 8 oz. Price includes 10% federal tax... \$49.50

Ⓐ Fine quality fluffy Australian Fox . . 26-inch Jacket  
Ⓑ in luxurious Silver-Dyed Fox or Natural Red Fox fur \$6950

Made only of full skins. Lined with rayon crepe-back satin guaranteed to wear two years. Insert of lovely lining material on underside of sleeves eliminates bulk. Jacket fastens with 3 hooks. Colors: Silver-dyed Fox or Natural Red Fox fur. Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20. State size and color.

♦ 17 CD 5308—Shpg. wt., 3 lbs. 8 oz. Price includes 10% federal tax... \$69.50

Ⓐ Fine smooth brown Sable-dyed Coney; 24-inch Jacket  
Ⓑ Extra-wide overlap, roll collar, full-cut sleeves \$2950

Smartly styled with convertible rever-collar. Fastens with button at neck and on the new warm widely-overlapped fronts. Two pockets. Lined with rayon satin guaranteed to wear two years. Color: brown (Sable-dyed Coney fur). Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20. Women's sizes: 40, 42, 44. State size.

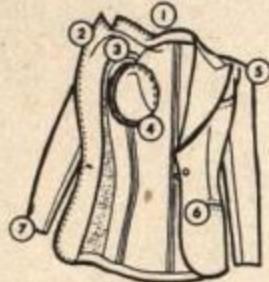
♦ 17 CD 5312—Shpg. wt., 3 lbs. 12 oz. Price includes 10% federal tax... \$29.50

How to order . . Customer service information

Order and pay postage only from nearest Sears mail order house. Furs are shipped from New York; suits from New York or Kansas City whichever is nearer you. Check your size; see measurements, page 1030. For easy terms, see inside back cover.

Man-tailored  
**Link-Button  
Classic**

Our famous **Kerrybrooke\***  
suit in three qualities  
is man-tailored to give  
lasting wear, fit, style



*Value features in these Suits*

1. Under-collar reinforced to retain good looks, shape, thru long wear.
2. Revers reinforced; welt-stitched.
3. Fronts and lapels are hand basted, then reinforced with fine canvas.
4. Armholes hand basted; reinforced with tape; then all hand felled.
5. Shoulders are lightly padded.
6. Pocket corners are back-stitched.
7. Sleeves finished with open vent, button trim, like fine men's wear.



The **link-button suit** that's always in fashion . . . always in good taste . . . becoming to every figure and age. Handsome jacket has notched collar, slot pockets and open vent sleeves. Center back seaming adds to its good line and good fit. Four-gored skirt has kick-pleat in front, zipped placket, taped hem. Suit comes in 3 qualities; all jackets fully lined with Earl-Glo Rayon Twill that is guaranteed to wear for two years.

In our good quality Glen Plaid Tweed; **\$12.98**  
40% new wool, 50% rayon, 10% cotton

Warm suiting, closely woven to wear well. Takes a good press. Colors: Glen Plaid in black-and-white, or in brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size, color. ♦ 17 ND 6926—Shipping weight, 3 pounds . . . \$12.98

In our better quality Herringbone Tweed; **\$14.98**  
45% splendid warm new wool, 55% rayon

Superior tweed with soft drape, rich texture. Wears beautifully; holds a press. In style described above . . . plus a pleat in back of skirt. Colors: Herringbone in brown-and-beige or black-and-gray. Misses' sizes: 12, 14, 16, 18, 20. ♦ 17 ND 6927—State size, color. Shpg. wt., 3 lbs . . . \$14.98

Our best quality pin-stripe worsted; **\$16.98**  
100% new wool of our finest quality

Handsome fabric of classic beauty, great quality. Smooth weave wears superbly, holds press remarkably well. Colors: black with white pin-stripe, or navy with white pin-stripe. Misses' sizes: 12, 14, 16, 18 only. Women's sizes: 38, 40, 42, 44. State size, color. ♦ 17 ND 6928—Shipping weight, 3 pounds . . . \$16.98

**Kerrybrooke**  
CLASSIC

\*Kerrybrooke is Sears own name for casual clothes . . . Styles of the minute . . . fashions wearable for years.

Pin-Stripe

PAGE 27 SUITS

# Classic Three-button Suit

in all new wool tweed

**\$1275**

Sizes 12 to 20

# Smart Topcoat Man-tailored

in the same fine fabric

**\$1275**

Sizes 12 to 20

## Classic three-button Suit

Simple, wearable notch-collar style. Jacket is fully man tailored with interlined fronts and lapels, taped armholes. Will hold its good lines through long wear. Has new natural shoulders, gored back. Waistline darted just enough to flatter your figure and have easy comfortable feel. Two flap pockets are double stitched to look like patch pockets; simulated breast pocket. Skirt has gored back, two inverted pleats in front; zip placket, taped hem. The all new wool herringbone tweed is our finest quality. Warm, rugged and soft; richly colored. Jacket fully lined with our splendid quality Earl-Glo rayon twill guaranteed to wear two years. Length abt. 25 in.

**Colors:** herringbone in brown-and-beige or in blue-and-brown.

Misses' sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 3 pounds.

♦17 ND 6938.....\$12.75

## Man-tailored Topcoat

This coat has same classic lines as the suit shown on this page. Is man tailored with care and skill; fronts reinforced, armholes taped. Will keep its good lines through long lifetime of wear. Back is beautifully cut with center seam and closed vent. Flap pockets stitched to simulate patch pockets. Armholes are roomy and sleeves are wide; coat goes on easily over suit or heavy dress. All new wool herringbone tweed is our finest; has soft texture, firm weave. Fully interlined. Lined with Earl-Glo rayon twill guaranteed to wear 2 years.

**Colors:** herringbone in brown-and-beige or in blue-and-brown. Misses' sizes: 12, 14, 16, 18, 20. State size and color.

♦17 ND 6939—Shpg. wt., 4 lbs., \$12.75

Garments marked ♦ on these 2 pages, shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears-Roebuck mail order house.

Kerrybrooke  
CASUALS

Kerrybrooke is our own  
name for casual clothes

# Popular Button-up Suit

in all new wool tweed

**\$1575**

Sizes 12 to 20

# Warm Boxy Coat Racoon Fur Collar

in the same rich tweed

**\$2850**

Sizes 12 to 20

### Popular button-up Suit

Most youthful, practical classic suit you can choose. It buttons up warmly and prettily . . . or rolls open into V-neckline of any depth you like. Looks equally wonderful worn either way. Tailoring of entire suit is our highest standard. Lovely double-stitched gores in back and front of jacket for good fit, smart lines; two darts below shoulder release flattering fullness. Pockets are piped. Lightly padded shoulders have new, natural look. Skirt is cut with inverted pleat back and front; zip placket, taped hem. The all new wool herringbone tweed is our finest. Has soft surface, very firm weave. Takes soft colors beautifully. Jacket fully lined with Earl-Glo rayon twill guaranteed to wear two years. Jacket length abt. 25 in.

**Colors:** herringbone in brown-and-beige or in blue-and-brown. **Misses' sizes:** 12, 14, 16, 18, 20. **State size and color.** Shpg. wt., 4 lbs.

♦17 ND 6941 ..... \$15.75

### Boxy Coat; racoon fur collar

Lovely fluffy racoon fur collar can be worn as shown, or crossed over and buttoned warmly. Will give you luxury and beauty for many seasons. Coat is simple, smart, boxy style with 3-gored back and straight front. Closes with button at neck, loop-and-button at waist. Roomy slot pockets; armholes cut large enough to go on easily over suit. Entire coat made with lovely and sturdy double stitched seams. All new wool herringbone tweed is our finest; well interlined. Coat and fur collar lined with Earl-Glo rayon twill guaranteed to wear two years. **Colors:** herringbone in brown-and-beige or blue-and-brown. **Misses' sizes:** 12, 14, 16, 18, 20. **State size and color.** Shpg. wt., 4 lbs. 8 oz.

♦17 ND 6942 ..... \$28.50

Easy terms are available; see inside back cover. Check your size . . . see measurements on page 1030. For hats, gloves, shoes, sweaters and blouses shown on these two pages, refer to Index.



Kerrybrooke is our own  
name for casual clothes

Garments on this page are same tweed, same colors, as garments opposite. Both suits blend with both coats.

PAGE 29 . . . COATS, SUITS



## Junior Specials

**\$7.98**  
Each

Color, style, dash  
in Sizes 11 to 19

### Dirndl Suit

New dirndl skirt has front fullness Shirred under the wide waistband; back is bias cut; front is gored. Placket zips. Cute gored jacket is just 20 inches long. Flannel is 52% reused wool, 48% cotton. Jacket yoke lined in Earl-Glo rayon twill that is guaranteed to wear for two years. Colors: red or soldier blue. Juniors' sizes: 11, 13, 15, 17, 19. State size, color. Shipping weight, 2 lbs.

♦17 ND 6935 \$7.98

### Classic Suit

Double-breasted jacket is gored in back and darted in front, for good fit and good lines. Breast pocket; two flap pockets. Eight-gored skirt has zip placket, button at waist. Flannel is 52% reused wool, 48% cotton. Jacket yoke lined in Earl-Glo rayon twill that is guaranteed to wear for two years. Color: soldier blue. Juniors' sizes: 11, 13, 15, 17, 19. State size, color. Shipping wt., 2 lbs.

♦17 ND 6936 \$7.98



## Our lowest-priced misses' size Suits

Classic fabrics well cut, accurately sized for 12 to 20

**\$10.88**

### Three-button Suit

Classic jacket has center back seam, 3 pockets. Four-gored skirt has smart, raised seams; inverted pleat in front and back.. zip placket, taped hem. Tweed is 39% new wool, 24% reprocessed wool, 7% reused wool, 30% rayon. Jacket all lined in Earl-Glo rayon twill guaranteed to wear 2 years. Colors: Herringbone tweed; in brown-and-beige or in blue-and-white. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 3 lbs. 4 oz.

♦17 ND 6933 \$10.88

**\$9.98**

### Dressmaker Suit

New suit with soft casual lines ..smart covered buttons. Darts below waist throw a nice fullness over bust. Collar and pockets are triple-stitched. Four-gored skirt has inverted pleat in the front and back .. zip placket, taped hem. Flannel is 52% reused wool, 48% cotton. Jacket all lined with Earl-Glo rayon twill guaranteed to wear 2 years. Color: soldier blue. Misses' sizes: 12, 14, 16, 18, 20. State size. Shpg. wt., 2 lbs. 4 oz.

♦17 ND 6934 \$9.98

**\$10.88**

### Classic Tweed

Casual jacket of this well-cut suit has three pockets and a center-back seam. Wooden buttons fasten the front, trim the sleeves. Gored skirt has box pleated front .. taped hem, zip placket. Tweed is 40% new wool, 39% reprocessed wool, 21% rayon. Jacket all lined with Earl-Glo rayon twill guaranteed to wear 2 years. Colors: color-flecked brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size.. Shpg. wt., 3 lbs. 8 oz.

♦17 ND 6932 \$10.88

Zip fastenings on these pages made before government regulations were issued restricting use of zip fastenings in garments of this kind.

### How to order—customer service information

Check your size...see measurements on page 1030 in this book. For explanation of wool terms, see page 1029 back of book. For easy terms, see inside back cover of this catalog.

Suits marked ♦ on these two pages, are shipped from Kansas City or New York, whichever is nearer you. Send order to and pay postage only from your nearest Sears mail order house.



**Kerrybrooke**  
SUITs

**Classic menswear gray flannel**

The style and the fabric that everyone wants. Simple classic suit in comfortable gray flannel. Has notched collar, 3-button closing, button-trimmed sleeves. Well-shaped gores in back, and darts in front, give suit exceptionally fine line. Breast pocket; 2 piped pockets. Four-gored skirt has inverted pleat front and back; zip placket, taped hem. All wool flannel is 15% new wool, 60% reprocessed wool, 25% reused wool. Jacket fully lined with Earl-Glo rayon twill guaranteed to wear 2 years. Color: menswear gray. Misses' sizes: 12, 14, 16, 18, 20. Shpg. wt., 2 lbs. 9 oz.

♦ 17 ND 6931—State size ..... \$13.75

**Popular-priced Classic Styles**

Fine flannel and tweed Suits; misses' sizes

**\$1375**  
Each

**Softly styled button-up Suit**

Youthful suit with 7-button jacket that closes warmly or opens prettily. Is beautifully made with double-stitched fronts, collar, pocket flaps. Darted at waist and gored in back to insure good fit. Simulated breast-pockets. Skirt front has two inverted pleats; back is darted to fit smoothly. Shetland-type tweed is 70% new wool, 30% reprocessed wool. Jacket is fully lined with fine quality Earl-Glo rayon twill that is guaranteed to wear two years.

Colors: laurel green or black. Misses' sizes: 12, 14, 16, 18, 20. Shipping weight, 3 lbs. 8 oz.

♦ 17 ND 6929—State size, color ..... \$13.75

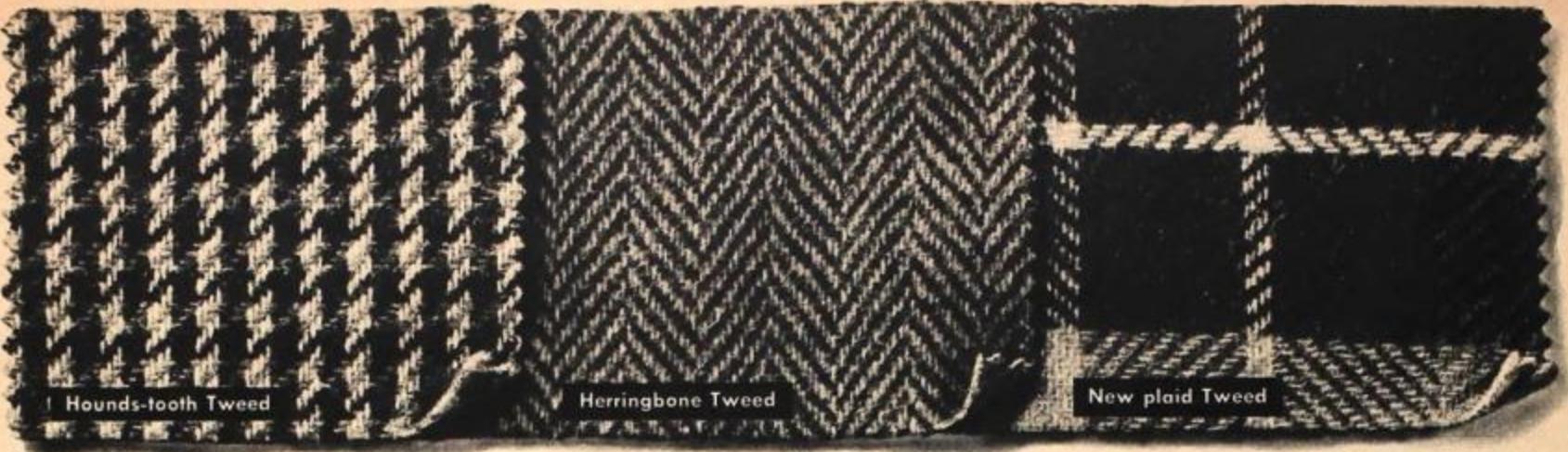
**Casual version of link-button Suit**

Popular youthful suit with shield-shaped pockets and wooden buttons. Upper pockets are simulated; others are real . . . all are double-stitched. Waistline darts throw soft fullness over bust; back seam gives jacket good fit. Gored skirt has 2 inverted pleats in front; zip placket, taped hem. All wool tweed; 70% new wool, 30% reprocessed wool. Jacket fully lined, Earl-Glo rayon twill guaranteed to wear 2 years. Colors: Herringbone tweed in blue-and-brown, or in brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. Shipping weight, 2 pounds 12 ounces.

♦ 17 ND 6930—State size and color ..... \$13.75

\* Kerrybrooke is Sears own name for casual clothes. Styled to the minute . . . fashions wearable for years.

♥ PAGE 31 . . . . . SUITS



Hounds-tooth Tweed

Herringbone Tweed

New plaid Tweed

Fabric of 7-button suit

Fabric of cardigan suit

Fabric of 3-button suit

\$1500  
EACH

## Our Greatest Suit Values

Classic fashions . . . with top quality tailoring . . . in enduring fabrics

A good suit is the most important thing in your wardrobe. You wear it in all seasons. You expect it to last a long time. And now . . . more than ever . . . you must have a suit you can count on; a suit that will serve you for years. To meet this trend of the times, we have made these handsome suits. Their fabrics are magnificent . . . finer than any Tweeds ever used in Sears suits at this price. The simple styles are classic perfection. The tailoring meets our highest standards. Read panel below, see the superb value built right into each suit. All styles in misses' sizes 12 to 20. Every one is a record value!

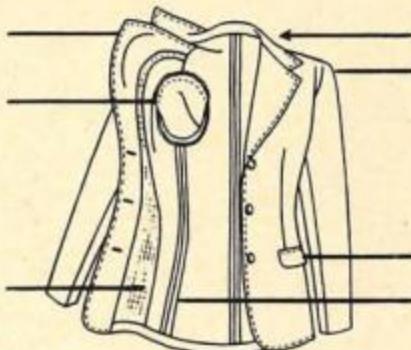
### Finest tailoring ever offered in a Kerrybrooke Suit at this price:

Collars and lapels, reinforced with shape-retaining canvas.

Armholes reinforced with tape, stitched in when sleeves are sewn into jacket. Resists rip or strain; holds shape well.

Jacket fronts reinforced, full-length, with a shape-retaining canvas . . . for good fit, smart lines, through long service.

Each skirt has zipped placket, taped hems, well-shaped gores.



Under-collar well stitched to shape-retaining reinforcement.

New, naturally-shaped shoulder pads accent the good lines of each suit; flatter the figure.

Pockets are reinforced at the corners by firm even rows of back-stitching . . . to resist sag, strain or pull during wear.

Half-inch seams, throughout each suit, prevent seams from pulling; insure extra fine wear.

**Popular 7-button Suit** in hounds-tooth tweed. Handsomely tailored as specified in the panel above. Has youthful, round collar that buttons up warmly . . . or opens into pretty V-line. Welt-stitched collar and fronts; stitched flap pockets. Well placed darts accent the good cut of the waistline. Skirt is gored in back; two box pleats in front. Fastens with zip placket; has taped hem. Entire suit of fine tweed (75% new wool, 25% reused wool). Jacket fully lined in Skinner's rayon crepe guaranteed to wear for two years. Colors: hounds-tooth check; combining blue-brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size.

♦17 ND 6923—Shpg. wt., 3 lbs., \$15.00

**Classic cardigan Suit** in herringbone tweed. Magnificently tailored as specified in panel above. Has dickey collar of Skinner's rayon crepe, to match lining. Enables you to wear jacket without a blouse . . . is easily detachable when you wish to wear separate blouse. Jacket has double stitching down fronts, and on pockets. Beautifully cut with center-back seam . . . and darted waistline. Four-gored skirt has inverted pleat, front and back. Zip placket, taped hem. Tweed is all new wool. Jacket fully lined with Skinner's rayon crepe guaranteed to wear two years. Color: herringbone in blue-and-brown. Misses' sizes: 12, 14, 16, 18, 20. State size.

♦17 ND 6924—Shpg. wt., 3 lbs., \$15.00

**Classic three-button Suit** in plaid tweed. Wonderfully well tailored as specified above. Jacket has welt-stitched notched collar and revers. Slot pockets beautifully piped. Darts, from shoulders to pockets, give jacket good lines and make it very easy to wear. Two-piece center-seamed back. Gored skirt has an inverted pleat, and welt seams that look like additional pleats. Zipped placket and taped hem. Fabric is fine tweed (55% new wool, 45% reprocessed wool). Jacket fully lined with Skinner's rayon crepe guaranteed to wear two years. Colors: plaid in blue-brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size.

♦17 ND 6925—Shpg. wt., 3 lbs., \$15.00

### How to order . . . and customer service information

Check your size . . . see measurements on page 1030. Easy terms are available . . . see the inside back cover. Wool terms of fabrics, explained on page 1029.

These suits were made before government regulations were issued restricting use of zip-fastenings in suits of this kind.

Suits marked ♦ on these two pages are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears, Roebuck and Co. mail order house.

All 7 buttons show when the jacket is fully buttoned





Kerrybrooke\* is Sears own name for  
casual clothes . . . styles of the minute  
... fashions wearable for years

The Seven-button suit

The Cardigan suit

The Three-button suit

BLACK

BLACK

BLACK

NAVY

NAVY

NAVY

In good quality rayon, \$2.98

In better quality rayon, \$4.98

In best quality rayon, \$6.98

# The all-important Basic Dress

Newest versions of the flattering V-neck Frock and Dickey Dress

Plan a basic dress to be the mainstay of your wardrobe. The becoming dark frock to wear everywhere is a first favorite of well-dressed women. Soft line folds on the original V-neck basic dress make a perfect background for accessories. The equally flattering dickey dress has its own crisp tailored white dickey, as shown; try it with other neckwear for a change of mood. Both styles are available in three qualities each. So choose the best you can afford—as a smart fashion investment for many uses, for long satisfactory wear. In misses' sizes 12 to 20 and women's sizes 34 to 44.

Our good quality  
in both styles **\$2.98**  
Each

Our better quality  
in both styles **\$4.98**  
Each

Our best quality  
in both styles **\$6.98**  
Each

## Good quality V-neck Basic

The \$2.98 version of your favorite background dress in our good quality firmly woven Rayon fabric. A fresh, white flower corsage accents the becoming neckline. Made with  $\frac{1}{4}$ -in. pinked seams throughout; 2-in. hem with blindstitch finish; self fabric belt and covered buckle. Clean finish inside and out. Dry clean. Colors: Black or Navy. State size and color. Shpg. wt., ea., 1 lb. 6 oz. ♦31 ND 5000—Misses' sizes: 12, 14, 16, 18, 20 only.....\$2.98 ♦31 ND 5700—Women's sizes: 34, 36, 38, 40, 42, 44.....\$2.98

## Good quality Dickey Dress

Budget-priced edition of our flattering dickey dress comes in good quality firmly woven Rayon fabric. Made with all  $\frac{1}{2}$ -in. wide pinked seams throughout; self fabric belt and covered buckle; blindstitched 2-in. hem; clean finish inside and out. Dry clean. Tailored white cotton dickey is detachable for washing. Colors: Navy or Black. State size and color. Shpg. wt., 1 lb. 6 oz. ♦31 ND 5050—Misses' sizes: 12, 14, 16, 18, 20 only.....\$2.98 ♦31 ND 5750—Women's sizes: 34, 36, 38, 40, 42, 44.....\$2.98

## Better quality V-neck Basic

A more dressy fabric and better workmanship to give you the most value for \$4.98. We've used better quality smooth Rayon Crepe that has a flattering drape and soft luster. Made with fine dressmaker finishing details both inside and out. Re-inforced belt for satisfactory wear. Double gardenia corsage for a flattering white accent. Dry clean.

Colors: Black or Navy. State size and color. Shipping wt., ea., 1 lb. 6 oz. ♦31 ND 5001—Misses' sizes: 12, 14, 16, 18, 20 only.....\$4.98 ♦31 ND 5701—Women's sizes: 34, 36, 38, 40, 42, 44.....\$4.98

## Better quality Dickey Dress

You'll like the fabric we've used—it is our better quality smooth Rayon Crepe with a flattering drape and soft luster. Made with fine dressmaker finishing details throughout. Belt is re-inforced for longer and more satisfactory wear; fabric covered buckle. Crisp white rayon dickey detaches for easy washing. Good workmanship. Dry cleanable.

Colors: Navy or Black. State size and color. Shipping wt., ea., 1 lb. 6 oz. ♦31 ND 5051—Misses' sizes: 12, 14, 16, 18, 20 only.....\$4.98 ♦31 ND 5751—Women's sizes: 34, 36, 38, 40, 42, 44.....\$4.98

## Our best quality V-neck Basic

Perfectly designed dress, flattering to all figures because of its wearable lines. In our finest Rayon Alpaca-type fabric, a dull crepe weave that's famous for its tailoring qualities and durability. A double gardenia corsage accents the V-neckline . . . deep stitched folds release fulness to the bodice . . . fan tucking slenderizes your waist. Becoming elbow length sleeves; luxurious unpressed pleats in the skirt. Wear it also with your own jewelry and accessories. Our finest standards of workmanship. Dry clean.

Colors: Black or Navy. State size and color. ♦31 ND 5002—Misses' sizes: 12, 14, 16, 18, 20 only. ♦31 ND 5702—Women's sizes: 34, 36, 38, 40, 42, 44. Shpg. wt., ea., 1 lb. 6 oz. Each dress...\$6.98

## Our best quality Dickey Dress

Your dress to live in, for its completely wearable lines and its endless variety whenever you change-off dickeys. In our finest Rayon Alpaca-type fabric, a dull crepe weave that's famous for its tailoring qualities and durability. With smooth feminine shoulders, padded just right; smart  $\frac{3}{4}$  length sleeves. Soft bodice fulness coming from yoke, and sleek-fitting midriff panel to nip in the waist; graceful unpressed skirt pleats. Best quality detachable rayon dickey. Our highest standards of workmanship. Dry clean.

Colors: Navy or Black. State size and color. ♦31 ND 5052—Misses' sizes: 12, 14, 16, 18, 20 only. ♦31 ND 5752—Women's sizes: 34, 36, 38, 40, 42, 44. Shpg. wt., ea., 1 lb. 6 oz. Each dress...\$6.98

### How to order . . . and customer service information

Check your size...for measuring directions see page 1030. Available on easy terms...details on inside back cover. Use the index...to find hats, gloves; and other neckwear.

Dresses on these pages marked ♦ are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



*Charmode*  
BASIC DRESSES

\*Charmode is Sears own name for  
dressy clothes . . . styles of the minute  
. . . fashions wearable for years.

The V-neck Basic Dress

The Dickey Dress

♥ PAGE 35 . . . . . DRESSES

Good Quality Shirtfrock Fabric

Better Quality Shirtfrock Fabric

Best Quality Flannel Shirtfrock

Good Gabardine Button-front

Better Gabardine Button-front

Best Gabardine Button-front

# The Shirtfrock and Button-front

Two popular Kerrybrooke Classics with superb tailoring and styling

Because they flatter every figure . . . they are becomingly youthful . . . they are right every hour in a long active day, these dresses are the classics you're loyal to season after season. Here are our newest versions. Both have the extra value look that only fine tailoring achieves. Both come in three qualities of the most popular fabrics for Fall and Winter. Choose the best you can afford, as a fashion investment for years of satisfied wear. The shirtfrock comes in sizes for juniors, misses, and women. The button-front comes in sizes for misses, women and in half sizes for shorter women.

Our good quality  
In both dresses **\$3.98**  
Each

Our better quality  
In both dresses **\$6.98**  
Each

Our best quality  
In both dresses **\$8.98**  
Each

## Good quality Shirtfrock

Fabric is good soft-textured rayon. Workmanship includes  $\frac{1}{2}$ -in. seams, pinked throughout. Shaped shoulder pads; and non-rip back stitching. Trimming of good grade simulated leather buttons and matching belt. Styled exactly like best quality. Colors: Cadet Blue or Beige. State size, color. Shpg. wt., ea., 1 lb. 8 oz.

◆ 31 ND 5003—Misses' sizes: 12, 14, 16, 18, 20 only . . . . . \$3.98  
◆ 31 ND 5703—Women's sizes: 34, 36, 38, 40, 42, 44 . . . . . \$3.98  
◆ 31 ND 5503—Juniors' sizes: 9, 11, 13, 15, 17 only . . . . . \$3.98

## Good quality Button-front

Fabric is our good rayon gabardine. Workmanship includes spinked seams  $\frac{1}{2}$ -in. wide throughout; hemmed front facings; shaped shoulder pads. Trimming of matching color buttons, self fabric belt, covered buckle. Styled just like the best quality. Colors: Beige or Cadet Blue. State size, color. Shpg. wt., ea., 1 lb. 8 oz.

◆ 31 ND 5006—Misses' sizes: 12, 14, 16, 18, 20 only . . . . . \$3.98  
◆ 31 ND 5706—Women's sizes: 34, 36, 38, 40, 42, 44 . . . . . \$3.98  
◆ 31 ND 5606—Half sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$  . . . . . \$3.98

## Better quality Shirtfrock

Fabric is better quality soft rayon. Workmanship has same features as the good quality, plus finer stitching in all seams; clean finish inside and out. Trimming details include 3 real leather buttons and sturdy leather belt. Styling same as our best quality. Colors: Cadet Blue or Beige. State size, color. Shipping wt., ea., 1 lb. 8 oz.

◆ 31 ND 5004—Misses' sizes: 12, 14, 16, 18, 20 only . . . . . \$6.98  
◆ 31 ND 5704—Women's sizes: 34, 36, 38, 40, 42, 44 . . . . . \$6.98  
◆ 31 ND 5504—Juniors' sizes: 9, 11, 13, 15, 17 only . . . . . \$6.98

## Better quality Button-front

Fabric is our better quality firm rayon gabardine for strength, longer wear. Workmanship same as good quality, plus 2-in. hems; finer stitching throughout. Trimming of tailored belt, re-inforced for longer, more satisfactory wearing. Style exactly like the best quality. Colors: Beige or Cadet Blue. State size, color. Shpg. wt., ea., 1 lb. 8 oz.

◆ 31 ND 5007—Misses' sizes: 12, 14, 16, 18, 20 only . . . . . \$6.98  
◆ 31 ND 5707—Women's sizes: 34, 36, 38, 40, 42, 44 . . . . . \$6.98  
◆ 31 ND 5607—Half sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$  . . . . . \$6.98

## Our best quality Shirtfrock

Fabric is famous 100% All Wool Botany Flannel. Workmanship same as better quality plus double stitching on collar, sleeves and bodice pocket. Trimming of high grade leather belt and buttons. Styling—the best in tailoring and design makes this a flattering, easy to wear shirtfrock. Smooth shoulder yoke front and back; slender dart-fitted waist; gored skirt with inverted box pleat centered front and back; slanted bodice pocket;  $\frac{3}{4}$  length bracelet sleeves. It looks custom-made! Colors: Cadet Blue or Beige. State size, color.

◆ 31 ND 5005—Misses' sizes: 12, 14, 16, 18, 20. ◆ 31 ND 5705—Women's sizes: 34, 36, 38, 40, 42, 44. ◆ 31 ND 5505—Juniors' sizes: 9, 11, 13, 15, 17. Shipping wt., ea., 1 lb. 8 oz. Each dress . . . . . \$8.98

## Our best quality Button-front

Fabric is our best sturdy, smooth rayon gabardine that tailors so beautifully. Vitalized to prevent sag and stretch. Tefiblized to resist wrinkling. Workmanship includes extra-fine finish details both inside and out to meet our highest standards. Styled with flattery for all who wear it in the slenderizing lines of this go-everywhere dress. Notched collar, two tailored pockets,  $\frac{3}{4}$  length sleeves. Buttons spaced in pairs for added interest. Stitched flaring gores front and back. Colors: Beige or Cadet Blue. State size, color.

◆ 31 ND 5008—Misses' sizes: 12, 14, 16, 18, 20 only. ◆ 31 ND 5708—Women's sizes: 34, 36, 38, 40, 42, 44. ◆ 31 ND 5608—Half sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$ . Shpg. wt., each, 1 lb. 8 oz., \$8.98

### How to order . . . and customer service information

Size Scales page 1030. Shorter Women's size scale, page 54. Available on Easy Terms . . . details on Inside Back Cover. For best results, we recommend dry cleaning these dresses.

Dresses on these pages marked ◆ are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



Kerrybrooke  
CLASSIC DRESSES

Kerrybrooke is Sears own name for  
casual clothes . . . styles of the  
minute . . . fashions wearable for years.

The classic Shirtfrock

The classic Button-front

♥ PAGE 37 . . . . . DRESSES



Kerrybrooke  
CLASSIC DRESSES

Kerrybrooke is our own name for  
casual clothes. Styles of the minute  
fashions wearable for years.

The soft Surplice Dress

The two-piece Suit Dress

Back view of  
Surplice Dress

Back view of  
Suit Dress

38 . . . . SEARS, ROEBUCK AND CO. ♡



NAVY

BLACK

SOLDIER BLUE

MEDIUM GREEN

Fabric and colors of the Surplice Dress

Fabric and colors of the Suit Dress

# \$498 *Sears Famous \$4.98 Dresses*

EACH

Classic fashions . . . with top quality tailoring . . . in long-wearing fabrics

Last season Sears introduced new value and tailoring standards in dresses at \$4.98. Thousands of women ordered these specially priced fashions, and their letters of appreciation proved that Sears value claims were well founded. Now for Fall and Winter, we offer a new series of smart, wearable classics made to the same superb quality of workmanship—in firm-textured, dry cleanable rayon fabrics that wear and tailor well. Here are two of your favorite styles, each with a detachable dickey:—the soft surplice neckline frock, and the flattering two-piece suit dress.

### All these Fine Workmanship details add Looks and Value to your dress

Shaped shoulder pads covered with self fabric have flat interlining

Non-ravel buttonholes with extra fine purled stitch. Guaranteed to be uniformly spaced with buttons

Taped at waist, yokes, points of strain for neatness and long wear

Generous  $\frac{1}{8}$ -in. pinked side seams, all others  $\frac{1}{2}$ -in. wide and pinked

Best-type top stitching throughout like higher priced dresses

2-inch hems are machine-stitched and overcast for a clean finish



Straight stitching, steam pressing, clean finish inside and outside like more expensive dresses

Figure-fitting waistlines with smooth concealed side-plackets

Back stitching on all pleats and tucks to guard against ripping

Self fabric belts reinforced for long wear, and covered buckles

Vat-dyed thread used throughout dress matches the colors exactly

Fabric tested and chosen for durability, firmness and tailoring

**The soft Surplice Dress** you can wear successfully with or without its dickey, or with other neckwear. Deep rolling neckline and slenderizing hip yoke are new and becoming fashion details. Bodice ease comes from shoulder yoke and gathers at the waistline. Back of bodice is smoothly dart-fitted. Flaring skirt gathers onto yoke in front with slimming molded hip line. Back of skirt has well-cut gores. In good quality dry cleanable Rayon Alpaca-type Fabric. **Colors:** Navy or Black.

**State size and color.** Shipping weight, each, 1 pound 6 ounces.

♦31 ND 5009—Misses' sizes: 12, 14, 16, 18, 20 only....\$4.98

**The two-piece Suit Dress**—so successful that it's become a classic! It's a double-duty style you can wear as a dress or a suit! Flattering tailored jacket with a detachable white dickey collar. Inset belt ties in front and gives you a nipped-in waist. Two big patch pockets; smart bracelet length sleeves. Gored skirt has inverted front kick pleat. Dry cleanable smooth texture Rayon. **Colors:** Soldier Blue or Medium Green. **State size and color.** Shipping weight, each dress, 1 pound 6 ounces.

♦31 ND 5010—Misses' sizes: 12, 14, 16, 18, 20 only....\$4.98

♦31 ND 5710—Women's sizes: 34, 36, 38, 40, 42, 44....\$4.98

### How to order . . . and customer service information

Dresses on these pages marked ♦ are shipped direct from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.

Check your size . . . for measuring directions, see page 1030. Available on Easy Terms . . . see details on inside back cover. Use the Index . . . to find hats, bags, accessories shown here.



Fabric and colors for the Dickey Dress

Fabric and colors for the Shirtfrock

# \$4.98 Sears Famous \$4.98 Dresses

EACH

Classic fashions . . . with top quality tailoring . . . in long wearing fabrics

Last season Sears introduced new value and tailoring standards in dresses at \$4.98. Thousands of women ordered these specially priced fashions, and their letters of appreciation proved that Sears value claims were well founded. Now for Fall and Winter, we offer a new series of smart, wearable classics made to the same superb quality of workmanship—in firm-textured, dry cleanable rayon fabrics that wear and tailor well. Here are two of your favorite styles:—the easy to wear dickey dress in a new button-front version, and the smartly flattering dress-up shirtfrock.

All these Fine Workmanship details add Looks and Value to your dress



The button-front Dickey Dress is a wardrobe standby. Worn with other dickey collars it offers endless variety. The well cut surplice top uses darts and tucks to supply soft ease. Gored skirt has flaring unpressed pleats stitched part way down; slims your hips. Made of smooth firm rayon with matching composition buttons. Dry clean dress. Remove dickey to wash it separately. Colors: Soldier Blue or Rosewine. **State size and color.** Shipping weight, each dress, 1 lb. 6 oz.

♦31 ND 5016—Sizes: 12, 14, 16, 18, 20. Also 38, 40 . . . \$4.98  
 ♦31 ND 5616—Shorter women's sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$  . . . \$4.98

Dress-up Shirtfrock precisely tailored in fine Rayon alpaca-type fabric, simple in its lines and becoming to everyone. Convertible neckline; plenty of ease through bodice top; blouse back with yoke to inject gentle gathered fulness. Square stitched pocket, and matching gilt-rimmed buttons add a luxury look. Skirt has double stitched kick pleat in front and back. Dry clean. Colors: Rosewine or Black. **State size, color.** Shpg. wt., 1 lb. 6 oz.

♦31 ND 5015—Misses' sizes: 12, 14, 16, 18, 20 only . . . \$4.98  
 ♦31 ND 5715—Women's sizes: 34, 36, 38, 40, 42, 44 . . . \$4.98  
 ♦31 ND 5615—Shorter Women's sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$  . . . \$4.98

#### How to order . . . and customer service information

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Size scales, Page 1030. Shorter Women's size scale, Page 54. Available on Easy Terms—see details on inside back cover. Use the Index—to find hats, gloves, accessories shown.



Back view of  
Dickey Dress

Back view of  
Shirtfrock

The Dickey Dress

The Shirtfrock

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